

Office of the Collector, Cuttack

At/Po- ChandiniChowk, Dist- Cuttack

Pin-753002,

Email - ori-dcuttack@nic.in



RfP No.....1128.....Date 01/10/2023

Request for Proposal (RfP)

**For Appointment of Event Management Agency for Organisation of Baliyatra
Cuttack Utsav - 2023.**

Request for Proposal (RfP) invited from reputed event management agencies/ Companies for onground delivery and event management at the BaliyatraCuttack Utsav 2023. The detailed document is available in the website of Cuttack District Administration i.e. <https://cuttack.nic.in/>.

The bid shall be submitted in the prescribed format along with all relevant documents duly signed and sealed. The bid should reach the Office of Collector, Cuttack by Dt: 12/11/2023 by 04.00 P.M. either by Courier/ Speed Post/ Registered Post to The District Culture Officer, Cuttack.(No hand delivery is acceptable). The Office of District Administration, Cuttack shall not be responsible for any delay in postal delivery and similar reasons.

For any assistance in this regard or for any clarification, the prospective firm/ Company may contact The Chief Development Officer-cum-Executive Officer.

By order of Collector
01.11.2023

**Chief Development Officer-cum-Executive Officer, Zilla Parishad
Cuttack**

District Administration, Cuttack reserves right to accept or reject any or all application during the selection process at any time, without incurring any liability and without assigning any reason thereof.

RfP No:

Date:

Request for Proposal(RfP)
For Appointment of
**"Event Management Agency for Organisation of
BaliyatraCuttack Utsav - 2023 nearGadagadiaGhata"**
Cuttack, Odisha



OFFICE OF THE COLLECTOR,CUTTACK

At/Po- ChandiniChowk, Dist- Cuttack, Pin- 753002,Odisha

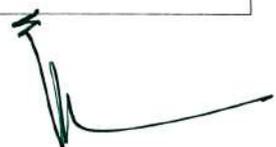
Phone No- 0671-2508100

Email:ori-dcuttack@nic.in

(Handwritten signature)

Schedule of Bidding Process

Period of availability of RFP document:	Dt 04/11/2023 to Dt. 12/11/2023 Downloadable from Website https://cuttack.nic.in
Last date for receipt of RFP:	Dt. 12/11/2023 by 04.00 PM. Through Registered Post/ Courier/ Speed post. No drop box facility available and Hand delivery is not allowed.
Place of submission of RFP:	The District Culture Officer, Collectorate, Cuttack At/Po- Chandini Chowk, Dist- Cuttack Pin- 753002, Odisha.
Date and Time of opening of Technical Proposal	Dt. 12/11/2023 at 04.30 PM.
Presentation by qualified Bidder	Dt. 14/11/2023 at 10.30 AM.
Opening of Financial Proposal	Dt. 14/11/2023
For further information:	The CDO cum EO, Zilla Parishad Collectorate, Cuttack At/Po- Chandini Chowk, Dist- Cuttack Pin- 753002, Odisha. Email-ori-dcuttack@nic.in Mobile:9437027051



1. INFORMATION AND GENERAL CONDITION OF CONTRACT

1.1. City Profile

Cuttack, the Millennium city also known as Silver city of India with its history of 1000 years and is famous for its silver filigree works and Brotherhood-ness. Cuttack is the former capital and the second largest city in the Indian state of Odisha. The name of the city is an anglicised form of Kataka, which literally means The Fort, a reference to the ancient Barabati Fort around which the city initially developed. It is also the commercial capital as well as Judicial capital of Odisha, which hosts many trading and business houses in and around the city.

The old and the most important part of the city is centred on a strip of land between the Kathajodi River and the Mahanadi River, bounded on the southeast by Old Jagannath Road. Cuttack stretches from Phulnakhara across the Kathajodi in the south to Choudwar in north across the Birupa River, while in the east it begins at Kandarpur and runs west as far as Naraj. Four rivers including Mahanadi and its distributaries Kathajodi, Kuakhai, Birupa run through the city.

1.2. Balijatra Background

Balijatra (also Boita Bandana) literally means A Voyage to Bali. This festival is held in Odisha, in the city of Cuttack at Gadagadia Ghata of the Mahanadi river, to mark the day when ancient Sadhabas (Odia mariners) would set sail to distant lands of Bali, as well as Java (at the time of the voyage known as "Yawadvipa"), Sumatra, Borneo (all in Indonesia), and Sri Lanka (formerly Ceylon) for trade and cultural expansion. To commemorate this, the festival is celebrated every year from the day of Kartika Purnima (full moon day of the month of Kartika) according to the Odia Calendar. The Sadhaba Bohus (Daughter in Laws) used to give them ceremonial send-off through Boita bandana and wished them bon voyage and safe return.

Balijatra is also a great source of income and earnings for the poor artisans who work throughout the year, making different kind of products of art and handicrafts and other household articles, which are sold in large numbers in the fair. Special attractions are the stalls of ORMAS that promote and sell handicrafts and handworks of self-help groups from all over the country. All the necessities of life both rustic and modern are available in the festival to the denizens of the city and the visitors coming from far wide.

In Cuttack, Balijatra is celebrated annually as a large open fair near the Barabati Fort area. It is said to be the largest fair of Asia. There are several attractions for children like toy stalls, giant wheels, different games, maut ka kuan (literally well of death) and food stalls selling Odia delicacies (Cuttack Dahibara Aludum, Thunka puri, Kulfi, Gupchup, Mathura



Cake, BanarasiPaana etc.) from different parts of the state, and other vendors selling toys, curiosities, and other gifts. Baliyatra also provides many cultural programs. Every year millions of people from all over the nation come to experience it. After successful completion of Baliyatra 2019 and Baliyatra Cuttack Utsav 2022, the District Administration intends to celebrate this time as grand Baliyatra Cuttack Utsav 2023.

1.3. Instruction to Bidder

- a. Firms are hereby invited to submit their bids in response to the Request for Proposal(RfP) for providing their services to the District Administration, Cuttack. Proposal so submitted shall form the basis for future negotiations and ultimately a contract between the selected agency and Chief Development Officer-cum-Executive Officer ("PD, DRDA"). The contract shall be for a period of one season, i.e. the agency shall execute the scope of work mentioned in this document during BaliyatraUtsav 2023 only.
- b. A description of the assignment, Scope of work, Terms of Reference and objectives are given in this document.
- c. To obtain first- hand information on the assignment, the agency may make visit to Baliyatra ground or visit the city of Cuttack before submitting the proposal.
- d. The expenditure incurred towards preparing the proposal and negotiating the contract including site visit, are not reimbursable as a direct cost of the assignment.
- e. The District Administration may reject one or all proposals without assigning any reason thereof.

1.4. Consortium

Keeping in view the scope of work, Consortiums / Joint Ventures are NOT allowed. Firms applying in consortium/joint venture shall be summarily rejected. Firms/ Agencies desirous of participating in this Bid should not have been debarred/blacklisted by any Government agency.

1.5. RFP Documents

- a. The RFP document shall be available from the advertisement date till the bid due date on the District Website at <https://cuttack.nic.in>
- b. Bidders are advised to submit their proposal in the appropriate formats specified in this document.
- c. At any time before the submission of proposals, the District Administration may, for any reasons, whether at its own initiative or in response to a clarification requested by an invited consulting firm modify the document by amendment. The amendment will be notified in the Official website of Cuttack District and the revised documents / clarification if any, shall also be uploaded on the website.



1.6. Query

For any queries please reach to the contact officer mentioned in bid schedule.

1.7. Communications

All communications including the submission of proposal should be addressed to;

The District Culture Officer,

Collectorate, Cuttack

At/Po- Chandini Chowk, Dist- Cuttack, Pin- 753002, Odisha.

Email-ori-dcuttack@nic.in

Mobile: 9437027051

1.8. Preparation of Proposal

- i. Bidders are requested to submit the proposals as per the attached formats only. The proposals, which are not submitted in the required format, are liable to be rejected by District Administration, Cuttack.
- ii. The requirement of information to be provided by the Bidder i.e. the Technical and Financial Proposal, is described in Section-3 (Submission of Proposal) of this document. Bidders are requested to go through the RFP document carefully before preparing and submitting their proposal.
- iii. The Bidders may be disqualified, if information sought in the RFP is not provided.
- iv. Any proposals containing vague and indefinite expressions will not be considered.

1.9. Submission of Proposal

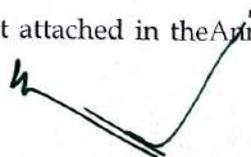
The proposal shall be submitted in two parts -

- 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 initialled by the person or persons signing the proposal prior to opening of the same.

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 superscribed in the following manner.

Part-A- Properly sealed Technical Proposal as per the Format attached in the Annexures-



A1, A2, A3 & A4 of this RFP

Part-B- Properly sealed Financial Proposal in the specified format as per Annexure B1 & B2
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:

**“Appointment of Event Management Agency for Organisation of BaliyatraCuttack
Uttsav-2023” near Gadagadia Ghata, cuttack.**

The Applicant's Name & address shall be mentioned in the left hand corner of the outer envelope. The inner and outer envelopes shall be addressed to The District Culture Officer, Cuttack at the following address;

The CDO cum EO, Zilla Parishad,

Collectorate, Cuttack

At/Po- Chandini Chowk, Dist- Cuttack

Pin- 753002, Odisha.

Email-ori-dcuttack@nic.in, Mobile:9437027051

If the outer envelope and the financial proposal envelope is not sealed and marked as mentioned above, then District Administration will assume no responsibility for the tender's misplacement or premature opening and 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 District Administration to the eligible applicants. In case of any discrepancy between figures and words in the financial proposal, the one described in words shall be considered.

1.10. Proposal Validity Period

The proposals shall be valid for acceptance by District Administration, Cuttack for a period of sixty (60) days from the Bid Due Date.

1.11. Proposal Evaluation

- i. The Technical Proposals submitted on the time & date stipulated in this RFP shall be opened, in presence of Bidders who choose to remain present. The name of the Bidders who have submitted their proposals shall be announced.
- ii. Prior to evaluation of proposals submitted, District Administration, Cuttack will determine whether each proposal is responsive to the requirements of the RFP. District Administration, Cuttack may, in its sole discretion, reject any proposal that is not responsive hereunder. A proposal shall be considered responsive only if:
 - a. Proposal prepared have been as per the format specified in the RFP;



- b. It is received by the due dates and time stipulated in the RFP including any extension thereof granted by District Administration, Cuttack;
 - c. It is accompanied by the Bid Security & Bid Processing Fees per the provisions of this RFP;
 - d. It contains all the information (complete in all respects) as requested in the RFP;
 - e. It does not contain any condition or qualification and
 - f. It is not non-responsive in terms thereof
- iii. The District Administration, Cuttack reserves the right to reject any proposal which is non-responsive and no request for alteration, modification, substitution or withdrawal shall be entertained by District Administration, Cuttack in respect of such proposals.
 - iv. District Administration, Cuttack will carry out the evaluation of all responsive proposals in the manner stipulated in the RFP document.
 - v. Based on the evaluation of credentials submitted by bidders in the Technical Proposal, they shall be pre-qualified. Such pre-qualified bidders shall be invited for presentation before the Evaluation Committee. The Financial Proposals shall be opened in the presence of the qualified Bidders who wish to attend.
 - vi. District Administration, Cuttack shall not entertain any query or clarification from Bidders who fail to qualify at any stage of the Selection Process.
 - vii. Bidders are advised that, the selection process shall be entirely at the discretion of the District Administration, Cuttack. Bidders shall be deemed to have understood and agreed that District Administration, Cuttack shall not be required to provide any explanation or justification in respect of any aspect of the selection process or selection.
 - viii. Any information contained in the Proposal shall not in any way be construed as binding on District Administration, Cuttack, its agents, successors or assigns, but shall be binding on the Bidder if the assignment is subsequently awarded to it.

1.12. Bid Security

A Bid Security of Rs.5,00,000.00 (Rupees Five Lakh Only) in the form of Demand Draft drawn in favour of "Collector-cum-Chairman, District council of Culture, Cuttack "and payable at any scheduled bank having branch in Cuttack, shall be submitted by all the Bidders inside the Technical Proposal Cover.

- Proposals not accompanied by the Bid Security shall be rejected as non-responsive.
- No interest shall be payable by District Administration, Cuttack for the sum deposited as Bid Security.
- The Bid Security of the unsuccessful bidders would be returned back within ten days of issuance of Letter of Intent to the successful Bidder.

The Bid Security shall be forfeited by the District Administration, Cuttack in the following events:



- If the proposal is withdrawn during the validity period or any extension thereof.
- If the proposal is varied or modified in a manner not acceptable to District Administration, Cuttack after opening of tender during the validity period or any extension thereof.
- If the Agency tries to influence the evaluation process.
- If the Preferred Agency withdraws his proposal during negotiations.

1.13. Bid Processing Fee (Non Refundable)

All bidders are required to pay INR 5000.00 (Rupees Five Thousand Only) towards Bid Processing Fee in the form of Demand Draft drawn in favour of "Collector-cum-Chairman, District council of Culture, Cuttack"" and payable at Cuttack. The Bid Processing Fee is Non-Refundable and shall be deposited along with the Technical Proposal.

2. TERMS OF REFERENCE

2.1. Objectives of the Assignment

The broad objective of this assignments is to provide event management services for the BalijatraCuttack Utsav -2023 at the GadagadiaGhata.

2.2. Scope of Work

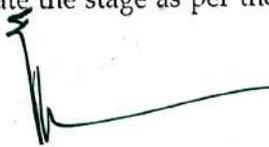
PART A

The requirement for each item in the scope of work is mentioned in detail in the format for Financial Proposal (Annexure- B1 & B2).

The scope of work with the requirement of different items is only indicative and not exhaustive. The requirement of various items may increase or decrease as per actual requirement. The prospective bidders are also advised to provide a concept note on the engagement activities which can be executed for the entertainment of the visitors and for taking Baliyatra the status of an international Fair.

a. Management and construction/setup of the stage on GanakabiBaishnabaPani Mancha and Akshaya Mohanty Mancha (stage) for Opening Ceremony and Cultural Programme;

The Agency shall setup and manage the stage of the GanakabiBaishnabaPani Mancha for the entire period of the Baliyatra Cuttack Utsav - 2023, commencing from the inaugural ceremony on 27/11/2023 tillit's completion on4/12/2023. It may also increase for a day or two depending upon the situation. It shall provide comparing for the programmes to be hosted on the stage as well as decorate the stage as per the concept and theme finalised by



the Committee. The Agency shall receive the dignitaries to the stage with proper decorum and decency and introduce them to the audience.

The agency shall provide the necessary logistics and amenities required on stage for the inaugural ceremony on 27/11/2023 as per description at Annexure to this RFP and be responsible for their timely delivery two days prior to the festival and their security. Baliyatra festival being an age-old cultural tradition the Agency shall ensure that the conduct and management of the stage does not digress from the popular cultural ethos or hurt or offend any sensitivity.

The Agency shall make a presentation on different themes for cultural programmes before the Cultural Sub-Committee and assist in finalisation of troupes and programmes for performance on the stage for all days of Baliyatra. The Agency shall manage the programmes on stage and guide and support the artists for smooth performance. The artists shall receive payment from the selected agency.

The Agency shall make provision of sufficient lights and ensure installation of sound system on the grounds of the BaishanabaPani Mancha for proper display of events on-stage and for convenience of the dignitaries and audience visiting Baliyatra Festival.

The Agency shall abide by agenda/items finalised by the Cultural Committee. If there is any doubt it shall immediately consult the Cultural Committee for clarification. The agency shall be responsible for maintenance of the area and activities to be taken up in Cuttack in Cuttack.

b. Setting up Temporary Infrastructure at the Venue (Baliyatra ground):

The Agency shall set up necessary temporary infrastructure/office with all amenities and Furniture Fixtures and Equipment (FF&E) for the Tahasil office, police, fire personnel, DIPRO, DCPO, Watch Tower for police at the venue, toilet block (8 units) for the artist and officials i.e. on the both upper and lower Baliyatra Grounds for smooth conduct of the Baliyatra Festival as per the specifications at Annexure to this RFP.

The Agency is also required to set up temporary stands for display of Maps showing routes and other details as per the instruction of the **Chief Development Officer-cum-Executive Officer**, Cuttack and ACP Traffic. The infrastructure should be handed over to the District Administration two days prior to the start of the event i.e. 25/11/2023.

Also, the Agency may be required to install Decorative Lights at various locations identified by the District Administration so as to improve the look and feel of the Cultural Festival. High wattage metal lights and LED lights also required to be installed at the points of heavy footfall areas for safety and security.

c. Barricading and fencing of the Baliyatra Grounds during the festival:

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The Agency shall ensure fencing and barricading the setup at the venue, and approach roads (as per requirements), including but not limited to Mahanadi Ghata, parking areas, entry points to stadium for smooth flow of vehicles and commuters to the venue. The barricading shall include both metal barricading, bamboo ballahs and black masking. Barricading and fencing is to be done as per the requirement also as decided by the District Administration and/or Traffic.

There shall be one day barricading near the Gadgadia Ghata on the banks of the Mahanadi River for the safety of the people going for holy bath on the occasion of Kartik Purnima falling on Dt:25/11/2023. Apart from this two day, barricading, temporary barricading shall be done at different places for the smooth flow of the traffic and visitors into the grounds of the Fair. Barricading shall also be done near the demarcated vending zones where delicacies like dahibara-aloodum, chat, gupchup etc shall be sold by small vendors.

Please refer to Annexure to this RFP for details of quantity required. Any doubts in the matter of barricading **Chief Development Officer-cum-Executive Officer, Cuttack, ACP Traffic and The District Culture Officer, Cuttack** to be consulted.

d. Flex and signage for BaliyatraCuttack Utsav - 2023:

The Agency shall print the required no of Maps of the Baliyatra Grounds showing the layout of the stalls, roads, exits etc. for guidance of the visitors. It shall also print the required nos. of flexes showing Entry, Exit, Toilet, Directions, Block No etc. as signage for display at the required strategic points during the Balyjatra Festival for crowd management and guidance. The details of requirements of flex and other signage are given at Annexure to this RFP.

All signage must be put in place on the Baliyatra Grounds before the festival i.e. by 25/11/2023. For any clarification of doubts **Chief Development Officer-cum-Executive Officer, Cuttack, ACP Traffic and Tahasildar, Sadar, Cuttack** to be contacted.

e. Venue Security and installation of CC Cameras:

The Agency is required to supply and install security cameras with monitors and recording system for all the festival days from 25/11/2023 to 4/12/2023. The Agency shall install security cameras at all the entry/exit gates of the Baliyatra grounds in consultation with District Administration/ACP Traffic and his Management team.

The Agency shall install LED Monitors and CC Cameras at the entry points, as per the requirement of the Administration and the Police. Please refer to Annexure to this RFP for details of quantity required.

f. Outdoor LED screen display:



The Agency shall provide LED screens (minimum 15 ft. x 10 ft.) at 8 (eight) prominent locations in the Baliyatra Grounds for live telecasting of the stage shows/functions and other events during the entire BaliyatraCuttack Utsav- 2023 from 26/11/2023 (before one day of the event) to 4/12/2023. The Agency shall, in consultation with the **Chief Development Officer-cum-Executive Officer, Cuttack** and the ACP Traffic identify 8 (eight) prominent locations in the Baliyatra Grounds for installation of the LED screens. The Agency shall provide necessary technical infrastructure for live streaming of events in the format adaptable to the LED screens. The Agency shall also obtain all requisite permissions for the above work.

g. Light decoration of Boita Gate and LED Backdrop Stage.

The Agency shall decorate the Boita Gate with light and other decorative items in consonance with Boita Bandana Theme which should be completed by 25/11/2023, 4 PM. The decorated gate and the festival grounds shall be opened to public by cutting of ribbon in traditional style by the invited dignitaries. The Agency shall also decorate the stage with flowers with themes as approved by the Cultural Committee headed by the **Chief Development Officer-cum-Executive Officer, Cuttack**.

h. Marketing and/or Advertising Rights

The Agency shall be responsible for bringing patrons/sponsors for Baliyatra Cuttack Utsav 2023 and shall have exclusive rights of branding and advertising for the event. The agency will be entitled to get an incentive of 10% of the sponsorship amount fetched through the Agency. During the technical presentation by the bidders, the Agency proposing the higher amount shall be given more weightage. The incentive amount on account of sponsorship shall be adjusted against the total build amount. *In case the agency is not able to deliver the quoted sponsorship amount then upto 10% of the proposed sponsorship amount will be deducted from the bill.*

i. Social Media Management

- Social media content creation/design and posting responsibilities
- Video content creation/design and posting responsibilities
- Baliyatra2023 gate and brochure design
- Video bites from Hon'ble Ministers, MP's, MLA's, Mayor Cuttack , CDA Chairman Collector Cuttack, CMC Commissioner, DCP Cuttack and other dignitaries or stakeholders of the Authority to be taken and posted on social media platforms as approved by the Authority
- Teaser and launch video/ Dynamic creatives/ Meme content creation/design & posting on social media platforms
- Event/ Artist info content creation/design and posting on social media platforms



- Health & Safety information content creation/design & posting on social media platforms
- Social media platforms management - Facebook, Instagram, LinkedIn, and Youtube
- Any other allied details related to Social Media shall be done as per the requirement of the Authority

j. Any accidental death or injuries in the Baliyatra site and compensation thereof related to Event management shall be the responsibility of the agency.

k. **Strict observation of N.G.T. guidelines.**

The Agency shall in every activity abide by the guidelines framed by the Hon'ble National Green Tribunal for protection of the river bed and the Mahanadi river bank. The Agency shall ensure that, no plastic is used and the Ecosystem of the Mahanadi river bank is not polluted.

2.3. **Payment Schedule**

The payment shall be released by the District Administration Cuttack to the Agency in the following manner:

Sl. No.	Event / Deliverable	Payment
1	Submission of execution plan and mobilization advance	20%
2	Deployment of manpower & mobilizing resources at venue	15%
3	On Completion of Baliyatra event as per scope of work to be certified by the technical committee.	65%

3. **SUBMISSION OF RFP**

The RFP bids must be submitted, in two separate envelopes:

Technical Proposal - Envelope I

Financial Proposal - Envelope II

These 2 (two) separate envelopes must be packed/sealed with another envelope.

3.1. **Technical Proposal**

The Technical Proposal should be provided with the following information, using the format for technical proposal provided in the Annexures of this RFP document:

- Letter of Proposal - Annexure A1

- ii. Particulars about the Bidder – Annexure A2
- iii. Financial Capacity of the Bidder –Annexure A3
- iv. Experience of Bidder in Similar Projects – Annexure A4

All the projects cited needs to be submitted by supporting credentials (work orders / completion certificates) from clients.

- v. Particulars in the form of CVs regarding the team leader and core team of at least 5 key personnel along with the work experience (who will be heading the respective domains of the event management and the branding & promotion)
- vi. Bid Processing fees in the form of Demand Draft in favour of “Collector-Cum-Chairman, District Council of Culture, Cuttack” payable at Cuttack.
- vii. Bid Security in the form of Demand Draft in favour of “Collector-Cum-Chairman, District Council of Culture, Cuttack” payable at Cuttack.

3.2. Financial Proposal

- i. The financial proposal should include remuneration for staff/ volunteer, accommodation, transportation and equipment, printing of documents/ materials and all other expenses related to the assignment for the activity i.e. Event Management of BalijatraCuttack Utsav -2023 at Cuttack.
- ii. In the Financial Proposal, the Agency shall quote an item-wise cost for all elements in the scope. The specifications and quantity of items in scope of work is clearly defined in the format enclosed in Annexure-B2. However, the Total Amount quoted by the Agency shall be considered for financial evaluation.

All costs must be expressed in Indian rupees only.

3.3. Checklist for Submission

A	Technical Proposal	Format
1.	Covering Letter	Annexure-A1
2.	Bid Processing Fee (non-refundable) of Rs. 5000/- (Rupees Five thousand only)	Demand draft in favour of “Collector-Cum-Chairman, District Council of Culture, Cuttack”, payable at Cuttack.
3.	Bid Security of Rs.5,00,000/- (Rupees Five lakhs only)	Demand draft in favour of “Collector-Cum-Chairman, District Council of Culture, Cuttack”, payable at Cuttack.

4.	Particulars of Bidder	Annexure-A2
5.	Financial capabilities of the Bidder	Annexure-A3
6.	Details of experience in similar assignments (separately for Branding and event Management)	Annexure-A4
B	Financial Proposal	Annexure-B1 and B2

4. EVALUATION CRITERIA

4.1. Evaluation of Proposals

The RFP bids of those Agencies, which would meet the minimum conditions of eligibility specified in Section 4.2, will be evaluated in two stages:

- i. Technical evaluation of "proposals & presentation on proposal by qualified bidders for Event Management agency" at Balijatra Monitoring cell, Collectorate, Cuttack.
- ii. Financial Proposal.

4.2. Pre-Qualification / Minimum Eligibility Criteria:

- i. The Agency must be rendering event or brand management services in same name and style for last 5 (five) years. Documents like ROC (registration of certificate) registration, MoA (Memorandum of Article) of Company, AoA (Article of Association) of Company, PAN, TAN, GST registration, etc. relating to business entity should be furnished;
- ii. In the last 3 (three) years, the firm should have undertaken and completed event management of minimum 2 (two) Socio-Cultural Programmes/Trade Fairs of State/National / International level with a contract value of Rs. 25 lakhs or above for each project. Documents related to these project along with scope of work should be submitted as part of the eligible projects and
- iii. Financial eligibility criteria: The firm should have an average annual turnover of at least Rs.50 lakhs (Rupees Fifty lakhs) in the last 3 (three) financial years i.e. 2019-20, 2020-2021 & 2021-22.

4.3. Technical Proposal Evaluation - The Technical Proposal evaluation of qualified bidders will be done out of total 100 marks in two parts; (a) evaluation of past project experience (Credential Score of 70 marks) and (b) evaluation of project concept proposal to the Technical Evaluation Committee through a power point presentation (Presentation Score of 30 marks).

4.4. Credential Score - Maximum 70 marks will be given based on the information and credentials submitted by the bidders in terms of relevant past project experience and turnover as follows.

Sl. No.	Details	Maximum Marks	Basis of Marks to be allotted
1.	Experience in event management of similar projects* in last 5 years from bid due date	35	<ul style="list-style-type: none"> • 5 marks each for 2 (two) fairs/events of projects of State/ National/ International level with Contract value of Rs. 25 lakhs or above for each project (Max. 10 Marks) • 5 Marks for each additional project of similar nature of contract value of Rs 50.01 lakh or above • and 2.5 marks for each additional cultural project for contract value between Rs. 25.01 lakhs and Rs. 50 lakhs. (Max. 25 Marks)
2.	Turnover	20	<ul style="list-style-type: none"> • At least Rs. 50 Lakhs average annual turnover of FY 2019-20, FY 2020-21 & FY 2021-22: 10 Marks • And for each additional turnover in multiple of 25 lakhs: 5 marks
3.	Years of exp.	10	<ul style="list-style-type: none"> • At least 5 years of experience: 5 marks • and each year of experience 1 mark
4.	Exp. in Odisha	5	<ul style="list-style-type: none"> • At least 2 similar projects experience in Odisha
	Total	70	

Note: All projects should have been undertaken by the Agency in the last Five Years preceding bid due date. Relevant projects of undermentioned category for National or International repute to be considered for evaluation of event management ("Similar"):

- Trade Fairs
- Award Ceremonies
- Business Summits / Conferences / Seminars
- Youth Services Events
- Cultural Events
- Brand Management

**Note: Social Events like private parties, marriages, etc shall NOT be considered for evaluation. Also, project considered in one category cannot be used as duplicate for evaluation purpose. However, projects can be considered as duplicate only for experience in Odisha.*

4.5. Presentation Score—The bidders shall be invited to make a presentation (30 Minutes each) to the Evaluation Committee (on the date and time mentioned in Schedule of Bidding of this RFP) on their Approach & Methodology for executing the assignment.



The project concept proposal by the bidders in the form of a power point presentation as part of the technical proposal shall be evaluated and given scores (max. 30 marks) by the Technical Evaluation Committee as follows.

Sl. No.	Evaluation criteria	Max. Marks
1	Event management plan and theme for Cultural Programmes for BaliyatraCuttack Utsav - 2023	10
2	Innovation, Creativity and best practices in delivery of the event	10
3	General approach & methodology and quality of deployment of manpower	10
	Total	30

NOTE: The team leader along with the core team should be present for the presentation.

4.6. Technical Score - The total score secured by the bidders in credential score and presentation score combined will be treated as the Technical Score (TS) out of 100 marks. Bidders scoring 70 marks or more in the Technical Score will be qualified for opening of their financial bids.

4.7. Opening of Financial Proposal:

The financial proposal of those bidders qualified in the Technical Score shall be opened and evaluated in presence of such bidders in the following manner.

The score shall be computed as follows:

- a. Financial Score: The lowest financial proposal for the (FM) will be given a financial score of 100 points. The financial scores of other proposals will be computed as follows:

$$F = 100 \times FM/F1$$

(F1 = amount of Financial Proposal as proposed by the Bidder for the assignment)

4.8. Combined Evaluation & Scoring:

- a. Combined Score-The Combined Score shall be evaluated based on the Technical Score (TS) and Financial Score (FS):

$$\text{Combined Score} = 0.7 \times (\text{TS}) + 0.3 \times (\text{FS})$$

- b. The Bidder to obtain the Highest Combined Score shall be identified as the Preferred Bidder.



- c. The decision of District Administration Cuttack as regards to acceptance/rejection of eligibility for parties who apply shall be final and binding.
- d. Notwithstanding the above, District Administration Cuttack reserves the right to accept or reject any or all bids.

4.9. Negotiations

Contract negotiations will then be scheduled with Preferred Agency. Negotiations will commence with a discussion of technical proposal, the proposed concept, staffing and price proposals.

After the contract has been successfully negotiated, Preferred Agency will be issued Letter of Intent by the District Administration. If the negotiations do not reach any conclusions and if the first Preferred Agency withdraws his proposal, District Administration may then invite Second Best Bidder for the negotiations. In such case EMD of Preferred Agency shall be forfeited.

The other Bidders, which did not meet the Minimum Eligibility Conditions, not shortlisted for other stages of evaluation also the Bidders who were technically qualified but were not selected except the second best Bidder, will be informed by District Administration that they were unsuccessful. The Bid Security of such Bidders will be refunded within 15 days after issue of LOI to the successful Bidder.

No information on the evaluation proposal will be disclosed to any person other than those directly concerned with the selection process. Proposals of any Bidder, who tries to influence the evaluation, will be liable to be rejected.

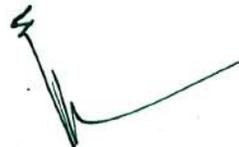
4.10. Agreement

Agreement shall be signed between Chief Development Officer-cum-Executive Officer, Cuttack & the successful bidder.

4.11. Performance Security

The successful bidder shall deposit a performance security equal to 5% of the contract value in the form of bank guarantee before signing of the agreement with validity of 90 days.

- 4.12. In the event of unforeseen circumstances the District Administration reserves the right to make suitable amendments to the aforesaid conditions without assigning any reason thereof.

A handwritten mark or signature in green ink, consisting of a vertical line with a hook at the top and a horizontal line extending to the right.

ANNEXURES - FORMATS

Annexure - A1

Letter of Technical Proposal

To

The Chief Development Officer-cum-Executive Officer

At/Po- Chandini Chowk, Dist- Cuttack

Pin- 753002, Odisha.

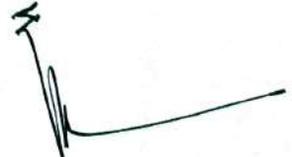
Phone: 0671-2508100,

Sub: "Proposal for Event Management of BalijatraCuttack Utsav - 2023 at GadagadiaGhata."

Regarding Technical Proposal

Dear Sir,

1. With reference to the RFP dated _____ for the above captioned project, and clarification issued by District Administration Cuttack thereof, I _____, having examined all relevant documents and understood their contents, hereby submit our Proposal for selection as Agency for providing services forBalijatraCuttack Utsav 2023 at GadagadiaGhata in Cuttack. The proposal is unconditional.
2. All information provided in the Proposal and in the Appendices is true and correct and all documents accompanying such Proposal are true copies of their respective originals.
3. This statement is made for the express purpose of appointment as the Agency for the aforesaid Project.
4. I shall make available to District Administration Cuttack any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
5. I acknowledge the right of the District Administration Cuttack to reject our application without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.



6. I certify that in the last three years, we or any of our Associates have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Bidder, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.

I declare that:

- a. I have examined and have no reservations to the RFP Documents, including any Addendum issued by the District Administration Cuttack;
 - b. I have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, in respect of any tender or request for proposal issued by or any agreement entered into with the District Administration Cuttack or any other public sector enterprise or any government, Central or State; and
 - c. I hereby certify that we have taken steps to ensure that, no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.
7. I understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the Agency, without incurring any liability to the Bidders.
 8. If our Firm is qualified, we shall make a presentation on Approach & Methodology to District Administration Cuttack, on the date specified upon intimation received from District Administration Cuttack.
 9. The undersigned is authorized to sign the documents being submitted through this RFP. (A copy of Power of Attorney may be enclosed)
 10. In the event our firm is selected as the Agency for this project we shall enter into a contract with District Administration.
 11. The Financial Proposal is being submitted in a separate cover. This Technical Proposal read with the Financial Proposal shall constitute the Application which shall be binding on us.

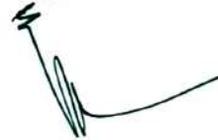
A handwritten signature in black ink, consisting of a stylized 'U' shape followed by a horizontal line and a downward curve.

12. The information provided herewith is true and correct to our best knowledge. If any discrepancies are found in the information provided or if the information provided is not correct, our firm would be fully responsible for that. We understand in such cases our bids are liable to be rejected.

Yours faithfully,

(Signature, name and designation of the authorized signatory)

(Name and seal of the Bidder)

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke extending to the right.

Power of Attorney (Sample)

Know all men by these presents, we, (name of Firm and address of the registered office) do hereby constitute, nominate, Firm and address of the registered office) do hereby constitute, nominate,

Appointment and authorize Mr./Mrs. son/ Daughter/ wife and presently residing at, who is presently employed with us and holding the position of as or true and lawful attorney (hereinafter referred to as the "Authorized Representative") to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our proposal for Event Management and Branding of BalijatraCuttack Utsav - 2023 to be held at GadagadiaGhata, Cuttack including but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre-proposal and other conferences and providing information/ responses to the District Administration, Cuttack, representing us in all matters before the District Administration Cuttack, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the District Administration Cuttack in all matters in connection with or relating to or arising out of our Proposal for the said Project and/or upon award thereof to us till the entering into of the Agreement with the **Chief Development Officer-cum-Executive Officer**, Collectorate, Cuttack.

AND, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorized Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorized Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, THE ABOVE NAMED PRINCIPAL

HAVE

EXECUTED THIS POWER OF ATTORNEY ON THIS DAY OF, 2023

For

(Signature, name, designation and address)

Witnesses:

- 1.
- 2.

Notarized Accepted

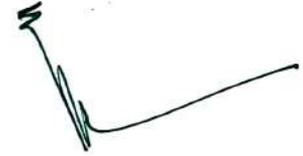


.....

(Signature, name, designation and address of the Attorney)

Notes:

The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure. The Power of Attorney should be executed on a non-judicial stamp paper of Rs. 100 (hundred) and duly notarized by a notary public.

A handwritten signature in black ink, consisting of a stylized, cursive script that is difficult to decipher. It appears to be a single name or set of initials.

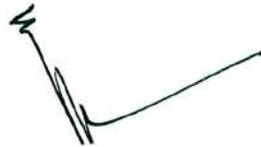
Particulars of the Bidder

General Information about the Firm:

- a. Name of Company or Firm:
- b. Legal status (e.g. incorporated private company, unincorporated business, partnership etc.):
- c. Country of incorporation:
- d. Registered address:
- e. Year of Incorporation:
- f. Year of commencement of business:
- g. Principal place of business:
- h. Brief description of the Company including details of its main lines of business
- i. Name, designation, address and phone numbers of authorized signatory of the Bidder:
 - i. Name:
 - ii. Designation:
 - iii. Company:
 - iv. Address:
 - v. Phone No.:
 - vi. Fax No. :
 - vii. E-mail address:

(Signature, name and designation of the authorized signatory)

For and on behalf of

A handwritten signature in black ink, consisting of a stylized 'N' followed by a horizontal line that curves upwards at the end.

Financial Capacity of the Applicant duly certified by Chartered Accountant

Sl. No.	Financial Year	Annual Turnover
1.	2019-20	
2.	2020-21	
3.	2021-22	

Certificate from the Statutory Auditor

This is to certify that(name of the Applicant) has received the payments shown above against the respective years on account of professional fees. And the Average Turnover of the Firm from professional fees in the last three years is Rs. (In words)

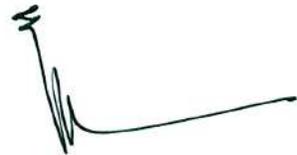
Name of the audit firm:

Seal of the audit firm:

Date:

(Signature, name and designation of the authorized signatory)

Note: In case the Applicant does not have a statutory auditor, it shall provide the certificate from its chartered accountant that ordinarily audits the annual accounts of the Applicant.



Eligible projects undertaken by the Bidder

The following information should be provided in the format below for each Eligible Project for which your firm was legally contracted by the Client stated as a single entity.

Applicants are advised to provide the information for only those assignments qualifying projects in Branding and Promotion activities and Event Management Activities separately.

i.	Assignment Name	
ii.	Name, fax, email of the Client Representative:	
iii.	Time when the assignment was carried out : Start Date End Date	
iv.	Location of the Event	
v.	Contract Value	
vi.	Narrative Description of the Scope of work of the assignment	
vii.	Description of Actual Services provided by your Staff	
viii.	Status of the assignment	

IMPORTANT:

1. Use separate sheet for each Eligible Project
2. Please provide proof of eligible projects undertaken like a copy of completion certificate from the client/Copy of work order/copy of agreement etc.The submitted testimonial MUST contain detaildescription of work (Scope of Work and Terms of Reference) carried out by the Bidder.



FINANCIAL PROPOSAL

Covering Letter

(on the Agency's letterhead)

To,

Collector
Cuttack
PO Chandni Chowk
District Cuttack
PIN: 753002

**Sub: "Proposal for Event Management of BalijatraCuttack Utsav - 2023
nearGadagadiaGhata, Cuttack."**

Regarding Financial Proposal

Dear Sir,

I,

enclose herewith our Financial Proposal for selection of our firm as Agency to carry out
"Event Management ofBalijatraCuttack Utsav 2023nearGadagadiaGhata, Cuttack".

Please note that the financial proposal does not contain any conditions and is submitted as
per the prescribed format. In case of any discrepancy, our firm will be solely responsible for
the same.

I agree that this offer shall remain valid for 60 (sixty) days from the bid due date or such
further period as may be mutually agreed upon.

Yours faithfully,

Signature _____

Full Name _____

Designation _____



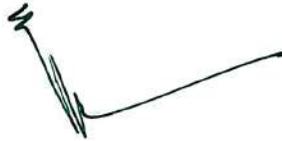
Note:

- a. GST as applicable shall be paid extra by District Administration Cuttack.
- b. No conditions should be attached to the price proposal.
- c. The amount (G.Total) should be quoted in both figure and words. In case of discrepancies in the prices mentioned in the figure and word, the prices mentioned in the words shall be considered as final price.
- d. The Agency has to quote individual rate for each item in scope.
- e. For any additional work which District Administration desires apart from the prescribed scope of work the preferred agency shall be intimated and paid through separate mandate on the item wise quote of the financial proposal.

Signature of the Agency:

Address:

Date:

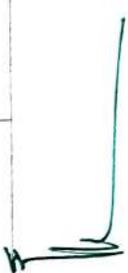
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FINANCIAL PROPOSAL**Name of Work: Hiring an Event Management agency for Event Management of Baliyatra Cuttack Utsav 2023 at Cuttack**

SI No	Particulars	Specifications	Unit/Remarks	Quantity required	Rate-Unit Price (in INR)	Total amount (in INR)
A						
Installation of Stalls						
1	Category A	Stalls with	40'*30'Sq ft	1		
2	Category B	Tarpaulin Top, 3	30'*30'Sq ft	1		
3	Category C	side tarpaulin	25'*20'Sq ft	1		
4	Category D	cover with new	20'*20'Sq ft	1		
5		cloth ceiling, new	20'*15'Sq ft	1		
6	Category E	cloth walling on	15'*10'Sq ft	1		
7	Category F	15 feet height	10'*10'Sq ft	1		
		complete in all				
		respect				
9	Installation of Toilet block having separate for Male and Female and Green Room for Office Use			1		
B						
	Partition for stalls	Partition with new cloth walling. Height as per the requirement complete in all respects		1 (per sq. ft.)		
C						
Barricading						
1	Infront of P.H.E.D	With Bamboo Bullha of 5 feet height complete	4500 Rft	1		

		in all respects in 16 different places			
2	Movable Barricade	As per requirement	1 Rft	1	
D	Light Decoration				
1	Tube light	Requirement as per actual in the Baliyatra Ground including Camp Office		1	
2	Halogen			1	
3	Bulb			1	
4	Fan			1	
5	Socket Board			1	
E	Supply of Logistics/Fixtures&Furniture's				
1	Teapoy with cover	For entire Period of Baliyatra		1	
2	V.I.P. Chair			1	
3	Arm Chair			1	
4	Iron table			1	
5	Wooden Table			1	
6	Steel Drum			1	
7	Bucket			1	
8	Jug			1	
9	Coir Mat			1	
10	Durri			1	
11	Carpet (Good Quality)			Per Sq. Ft.	1

12	Plastic Chair				1	
13	Glass				1	
14	Generator (82 KV 2 nos. and 125 KV 2 nos.) Fuel as per actual consumption for Balyatra period of 9 days				1	
15	Sofa Set				1	
F	Flex/Signage					
1	Flex & Signage (Fittings, Furniture's & Equipment's, stall numbering, flex board and display of CCTV, parking area, parking rate chart, way indicator board, green area, toilets, officers on duty board etc.) with installation, labour and end to end completion of allied services			Per Sq. ft	1	
2	Installation of structure for display of Balyatra map of approx. 10'*10' feet size at different locations			Per Sq. ft	1	
3	Making and supply of Guest batch and tag for the volunteers and officials with printing				1	
G	Stage Management for 2 stage (BaishnavPani& Akshay Mohanty) as detailed in Annexures					
1	Security at Stage			Per person for 8 hours in a day	1	
2	Chitralaya			Lumpsum Rate	1	
3	Arrangement of Light and sound system for 9 days			Lumpsum	1	
4	Arrangement for announcement sound system for 9 days in lower and upper ground			Lumpsum	1	
5	Still Photography and video coverage for 9 days with solid quality album			Lumpsum	1	



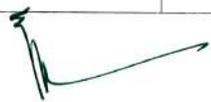
6	Installation of Close circuit TV Camera (PTZ Camera)		1 set with 8 cameras	1		
7	Website and app for Baliyatra-2023		Lumpsum	1		

H **Printing & Publication**

1	Printing of Souvenir for Baliyatra Cuttack Utsav- 2023, 100 to 140 for printing of matter / article for 130 GSM Glossy Paper	500 Copy				
2	Printing of multicolor invitation cards (3 fold)	1000 Copy				
3	Printing of multicolor Leaflet	1000 Copy				
4	Printing of certificate for Cultural Troup	1500 Copy				
5	Supply of memento for Baliyatra	1 Nos				
6	Supply of Food (Catering) (Breakfast, & Evening Tiffin): Normal	As per requirement per person per day				
7	Supply of Food (Catering) (Breakfast, & Evening Tiffin): VIP Special	As per requirement per person per day				
8	Supply of Gada, Bed Sheet & Pillow etc.	As per requirement for day				

I **ANCILLARY ITEMS**

1	2 (two) Stage of approximately 3500 to 4000 sq. ft. with 4 side truss for light, fixture, furniture, equipment's, sound system of 2 nos. each in each stage. Specification as per Annexure					(Lumpsum rate)
---	--	--	--	--	--	----------------



2	Seminar hall with aluminium hanger with Air Conditioning (AC) facility, stage, backdrops, light, sound, led, seating arrangement for 100 people and any other allied setup (if required)			(Lumpsum rate)	
WATCH TOWER					
1.	Installation of Watch Tower			(Lumpsum rate)	1
K	PART B Scope of Work: Cuttack Heritage Hues – A rural-tech symposium			(Lumpsum rate)	1
Grand Total (INR in figures and words)					

Note: For any increase or decrease in the indicative list of items detailed in the financial bid the agency shall be paid on pro rate basis.



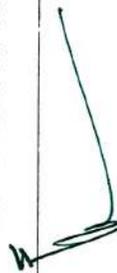
Stage:

Items	Specifications
Structure:	Existing cement platform size of 70' x 50' will be used as open stage. The stage front side should be painted with traditional chitta.
Flooring:	The entire floor of the stage shall be covered with new synthetic carpet of fine quality.
Back Drop:	A back drop (15' height X 60' width/entire rear length) will be prepared on wooden frame work with ply to be fixed on the stage properly based on the Baliyatra/ Terracotta theme. Enamel Painted ply with different motives &flex sheet will be fixed in the frame (Before execution of the work tenderer should submit atleast three types of structural design in colour print for finalisation). Live flower chains will be hanged from top to bottom properly (Daily Change of flowers). Backside of the stage should be covered with cotton cloth/Flex with batten frame. Display backdrop with LED and necessary beautification.
Lettering	Thermocol lettering of 1.6' height to 0.6' will be prepared with the event name (Written matters will be finalized by the Mela in charge) mentioned and fixed properly at the center of the back drop
Side Wings:	6 no. of side wings with a size of (9' X 4') made of flex sheets fitted on a wooden framework and properly fixed on both sides of the stage. The

Wooden Step:	<p>design of Flex sheets will be approved by DSMS, Cuttack. Wooden step of complete width of stage will be erected in the front side of the stage. A minimum 8' width space will be separated by the brass pole & chains for reaching to the stage. The entire step will also be covered with the same unitex carpets. Minimum 50 nos. of live flower plant pots with maximum height of 2 ft. (including pot) will be kept on the steps.</p>
Barricading: Furniture:	<p>4' height bamboo barricade will be made around the stage in double row for the entry of VIPs. 30 no. of VVIP Chairs with white towels, 8 no. of Center Tables, Table Cloth, 30 no. Good quality borosil glasses with covers, Plastic name plates – 25 no., 2 no. of Flower vase with live flower sticks, Turkish towels on the VVIP Chairs, one speech podium, Brass Deepam (2' .6" height) with inaugural materials etc. will be provided on the meeting days.</p>

Items	Specifications
Structure:	Existing cement platform size of 70' x 50' will be used as open stage. The stage front side should be painted with traditional chitta.
Flooring:	The entire floor of the stage shall be covered with new synthetic carpet of fine quality.

LED Back Drop:	Entire LED Backdrop at the background of the stage
Lettering	Thermocol lettering of 1.6' height to 0.6' will be prepared with the event name (Written matters will be finalized by the Mela in charge) mentioned and fixed properly at the center of the back drop
Side Wings:	6 no. of side wings with a size of (9' X 4') made of flex sheets fitted on a wooden framework and properly fixed on both sides of the stage. The design of Flex sheets will be approved by DSMS, Cuttack.
Wooden Step:	Wooden step of complete width of stage will be erected in the front side of the stage. A minimum 8' width space will be separated by the brass pole & chains for reaching to the stage. The entire step will also be covered with the same unitex carpets. Minimum 50 nos. of live flower plant pots with maximum height of 2 ft. (including pot) will be kept on the steps.
Barricading:	4' height bamboo barricade will be made around the stage in double row for the entry of VIPs.
Furniture:	30 no. of VVIP Chairs with white towels, 8 no. of Center Tables, Table Cloth, 30 no. Good quality borosil glasses with covers, Plastic name plates – 25 no., 2 no. of Flower vase with live flower sticks, Turkish towels on the VVIP Chairs, one speech podium, Brass Deepam (2'.6" height) with inaugural materials etc. will be provided on the meeting days.
Items	Specifications
Green Room:	Two green rooms of size 30' X 30' each shall be made on both side/back side of



	<p>the stage having tarpaulin top covering, inner all side white cloth covering with batten frame, syntentic carpeting, good arrangements for sitting – 20 no of chairs and with provision of a mirror, fan and light in each green room.</p>
<p>Overall supervision:</p>	<p>Cleaning, Sweeping & keeping ready of all equipments on stage before commencing of Cultural events on all the cultural nights is the complete responsibility of the contractor.</p>

A handwritten signature in black ink, consisting of a stylized 'R' followed by a long horizontal stroke that curves upwards at the end.

Annexure - A

Sound for Publicity (Information in Lower Ground)

i) Long Funnel	50 Nos.
ii) Unit 40 Watt & 30 Watt	50 Nos.
iii) Matching Transformer	50 Nos.
iv) Cordless Microphone	02 Nos.
v) Amplifier 1000, 2000, 3000 & 4000 watt	06 Nos.
vi) DVD Player with PenDrive	01 Nos.
vii) Power Stabilizer 5 KV	02 Nos.
viii) Wire for Lower Ground	20 Koil
ix) Corded Microphone	02 Nos.
x) 6 Channel Mixture	01 Nos.

Annexure - B

Sound for Publicity (Information in Upper Ground)

i) Long Funnel	30 Nos.
ii) Unit 40 Watt & 30 Watt	30 Nos.
iii) Matching Transformer	30 Nos.
iv) Cordless Microphone	02 Nos.
v) Amplifier 1000, 2000, 3000 & 4000 watt	04 Nos.
vi) DVD Player with PenDrive	01 Nos.
vii) Power Stabilizer 5 KV	01 Nos.
viii) Wire for Lower Ground	20 Koil
ix) Corded Microphone	02 Nos.
x) 6 Channel Mixture	01 Nos.

Annexure -A

STAGE LIGHT

i) PAR 1000 Wt (Philips / Sylvania / Gee Bulb)	40 Nos.
ii) Palco Multi Colour (Canara / XACCA Make)	25 Nos.



- iii) Multi 20 (Canara / XACCA make) 06 Nos.
- iv) Multi 10 (Canara / XACCA make) 04 Nos.
- v) Halogen 1000 Wt 05 Nos.
- vi) Blasting Fire 10 Nos.
- vii) Sharphy Moving Head 575 Wt. 06 Nos.
- viii) Laser Multi Colour 02 Nos.
- ix) HMI Follow 01 Nos.
- x) Power pack for above lights (4K X 6 Channels) 03 Nos.
- xi) Smoke 1500 Watt 02 Nos.
- xii) Sky - Taker 01 Nos.
- xiii) Operating Desk for above lights 01 Nos.
- xiv) Stove light 02 Nos.

Annexure -B

STAGE SOUND

- i) JVL Box Top 600 Wt 08 Nos.
- ii) JVL Box Base Beam 500 Wt. 08 Nos.
- iii) Stage Monitors 04 Nos.
- iv) Speaker Box 08 Nos.
- v) 36 Track Channel Control Board with Echo System 01 Set
- vi) 2000 Wt Multi - Amplifier (Mixture) 04 Nos.
- vii) 1000 Wt. Multi - Amplifier 04 Nos.
- viii) CD/DVD/Cassette Players 02 Nos.
- ix) Cordless Microphones 04 Nos.
- x) Corded Microphones for Voice, instruments with all components 12 Nos.
- xi) Color Cordless Microphone 02 Nos.
- xii) Duel Liner Box with Stand 08 Nos.
- xiii) Meeting Microphone 04 Nos.
- xiv) 5 Kilowatt Stabilizer 02 Nos.



PART B: Scope of Work

Cuttack Heritage Hues: A Rural-Tech Symposium

Concept Note

Promoting Rural Cuttack Through Integrated Farming and Technological Advancement

Introduction

Rural Cuttack is a tapestry of diverse cultures, traditions, and a thriving agricultural landscape. It's a realm where age-old farming practices coexist with cutting-edge agricultural technologies. We propose to showcase this harmonious blend of tradition and innovation in an immersive and interactive experience named "Rural Cuttack." This event will be integrated into the iconic Baliyatra 2023, becoming a captivating spectacle for both the people of Cuttack and the entirety of Odisha.

The Essence of Rural Cuttack

Rural Cuttack is not just an event; it's a celebration of Cuttack's rural heart. It is a proposition to build live demonstration corridors, where visitors can experience the essence of integrated farming and technological progress in agriculture and fisheries. Here's how we plan to capture the spirit of village life through "Rural Cuttack":

1. Integrated Farming and Village Life Corridor (Also refer Annexure 1 for sample creatives)

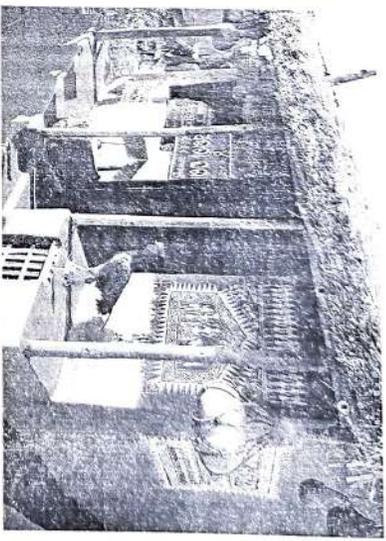
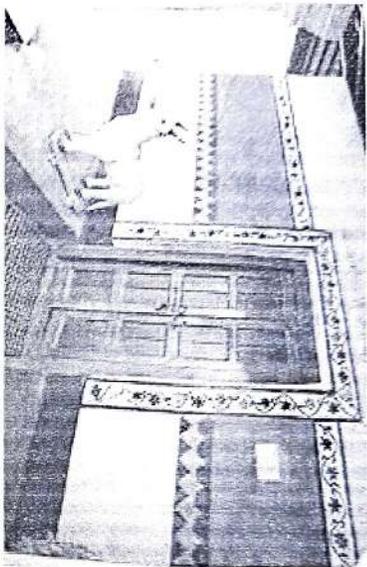
In this corridor, visitors will be transported to a quintessential village. It will feature:

Live Farming: Actual farming activities will be showcased, from ploughing the fields to sowing and harvesting crops. We'll exhibit a variety of traditional and modern farming methods, highlighting the transformation in the agricultural landscape.

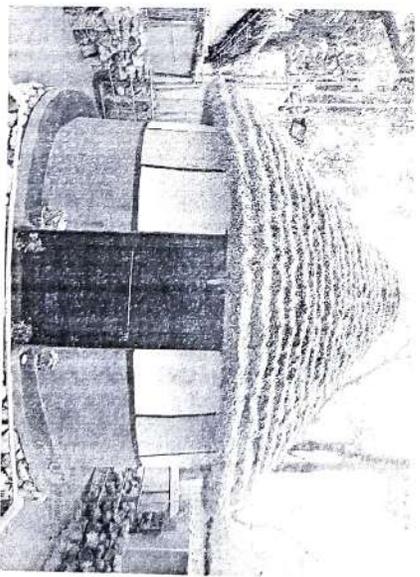
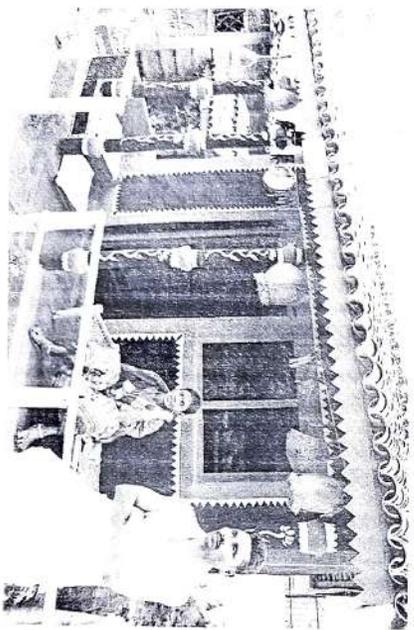




Livestock Displays: Live animals and livestock from different regions will be on display, allowing visitors to connect with the rural life and the role of livestock in agriculture.



Habitat Replication: Cottages and homes from various villages will be replicated to showcase diverse architectural styles and ways of life.



Cultural Demonstrations: Visitors will experience cultural performances, art, music, and traditional rituals that characterize rural Cuttack.

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2. Technological Advancement in Agriculture and Fishery Corridor

The second corridor will spotlight the technological advancements that are shaping the agricultural and fishery sectors:

Innovative Farming Practices: Cutting-edge farming techniques like precision agriculture, hydroponics, and vertical farming will be demonstrated to educate visitors on modern agricultural practices.

Aquaculture Innovations: Technological advancements in fishery, including sustainable aquaculture practices, will be showcased, emphasizing the importance of fisheries in rural Cuttack.

Agri-Tech Exhibition: We'll host an exhibition featuring agricultural technologies, smart farming equipment, and agri-startups, allowing visitors to witness the future of farming.

Below is the suggested element for the display area;

No of cottage / structure

Sl. No	Item	Specification	No
1	Rural cottage (Fisheries)	12' x 10'	7
2	Dairy unit	12 ft x 10 ft	4
3	Sheep unit	12 ft x 10 ft	1
4	Model Goatshed with slated floor	12 ft x 10 ft	1
5	broiler farm	12 ft x 10 ft	1
6	Environmental control poultry farm	20 ft x 15 ft x 15 ft	1
7	Shop	10 ft x 10 ft	4

8	Gram Panchayat Tank	20' x 8'	1
9	Brood stock Pond	6' x 4'	1
10	Pond (Rearing pond)	3'x2'	2
11	Pond (Nursery pond)	2' x 1'	3
12	Over head tank with shed	50 lts capacity	1
13	Sperm collection chamber	6 ft x 4 ft	1
14	Hatching pool	Dia - 4 ft	2
15	Breeding pool	Dia - 6ft	1
16	Tank (Bio-floc)	Dia - 6ft	2
17	Ornamental Fish Tank	6' x 4'	4
18	Ornamental Fish Tank	3' x 2'	2
19	Ornamental Fish Tank	Dia - 3 ft	2
20	Boat (Complete)	12 ft x 3 ft x 2 ft	1
21	Semi finished boat	12 ft x 3 ft x 2 ft	2
22	Pond (IFS) with sitting arrangement	40ft x 15ft	1
	Total		45

Model / Standee

Cow model with milk dripping	1
Gir cow	2
Buffalo	2
Deshi cow	2
man / women/ children with village costume	50

Selfipoint

MOPSM mascot	1
Mermaid	1
Boat	1
Egg	1
Hen	1

Baliyatra Integration: A Leisure Enjoyment

By integrating Rural Cuttack with the iconic Baliyatra festival, we aim to provide an immersive and enjoyable experience. Visitors will have the opportunity to enjoy traditional food, entertainment, and cultural activities, making it a leisurely and family-friendly event. Baliyatra's popularity will draw visitors from all over Odisha, enhancing the reach and impact of Rural Cuttack.

Budget

For the successful implementation of Cuttack Rural Odyssey and the Farmer Workshops, we have estimated a budget of INR 67 lakhs, excluding applicable taxes. This budget includes expenses for venue setup, marketing, logistics, exhibition setup, cultural performances, and remunerations for workshop facilitators.

Objective

The objective of Rural Cuttack is to:

Showcase Rural Life: Provide a platform to showcase the rich cultural heritage, integrated farming practices, and technological advancements in agriculture and fishery.

Educate and Inspire: Educate visitors about the importance of sustainable agriculture and motivate them to adopt modern farming practices.



Promote Tourism: Attract tourists and create an iconic event that draws people from all over Odisha, boosting the local economy.

Empowering Rural Farmers through Knowledge Workshops

To further the mission of Rural Cuttack, we are committed to empowering rural farmers with the knowledge and skills needed to embrace modern farming practices and technology. We will organize a series of knowledge workshops as part of the event:

Workshop Sessions: The workshops will cover a range of topics, including modern farming techniques, sustainable agriculture, aquaculture innovations, and agri-tech applications.

Expert Presenters: Knowledgeable experts and practitioners will lead these sessions, sharing their insights and best practices.

Hands-On Learning: Farmers will have the opportunity for hands-on learning, enabling them to apply new techniques and technologies directly to their farming practices.

Empowering Rural Communities: The workshops will serve as a means to empower rural communities with the latest agricultural knowledge, helping them increase their yields, incomes, and overall quality of life.

The Need for Rural Cuttack

In today's rapidly urbanizing world, there's a growing disconnect between urban populations and their rural counterparts. The majority of Cuttack's population resides in rural areas, which are the backbone of our agriculture and culture. However, rural Cuttack often remains hidden from urban eyes. Here's why "Rural Cuttack" is a necessity:

1. Bridging the Urban-Rural Divide

As urbanization continues to grow, urban residents often lose touch with their rural roots. "Rural Cuttack" serves as a bridge, allowing urban populations to reconnect with the authentic rural way of life, leading to mutual understanding and appreciation.

2. Showcasing the Rural Way of Life

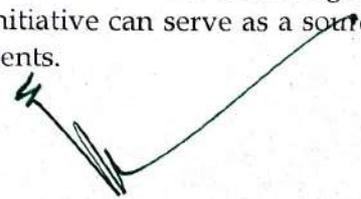
The cultural diversity and traditional practices of rural Cuttack are rich and captivating. "Rural Cuttack" provides a platform to showcase these traditions, offering an opportunity for rural communities to display their unique heritage and lifestyle.

3. Promoting Sustainable Agriculture

Cuttack's agricultural landscape is evolving with technology and modern practices. By demonstrating these innovations at "Rural Cuttack," we aim to promote sustainable and efficient farming techniques, which can benefit rural communities and urban consumers alike.

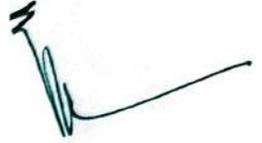
4. Inspiring Innovation

"Rural Cuttack" isn't just about tradition; it's about inspiring innovation. The technological advancements in agriculture and fishery highlighted in this initiative can serve as a source of inspiration for aspiring entrepreneurs, researchers, and students.



5. Boosting Rural Tourism

Rural Cuttack is a goldmine for tourism. By integrating "Rural Cuttack" with Baliyatra, we enhance the leisure experience for visitors while promoting tourism in the region. This has the potential to boost the local economy and create job opportunities.



Impacts of "Rural Cuttack"

By bringing the Rural Cuttack experience to life, we can achieve several significant impacts:

Cultural Preservation: "Rural Cuttack" will help preserve and showcase diverse rural cultures and traditions, ensuring they are passed down to future generations.

Sustainable Agriculture: Visitors will be educated about sustainable farming practices, potentially inspiring the adoption of these methods in their own communities.

Rural Empowerment: By connecting rural communities with a broader audience, we can empower them with economic opportunities through tourism and trade.

Inspiring Youth: The event can inspire youth from rural areas to explore careers in agriculture, fisheries, and agri-tech.

Economic Growth: The integration with Baliyatra is expected to boost tourism, creating a ripple effect of economic growth for the region.

Conclusion

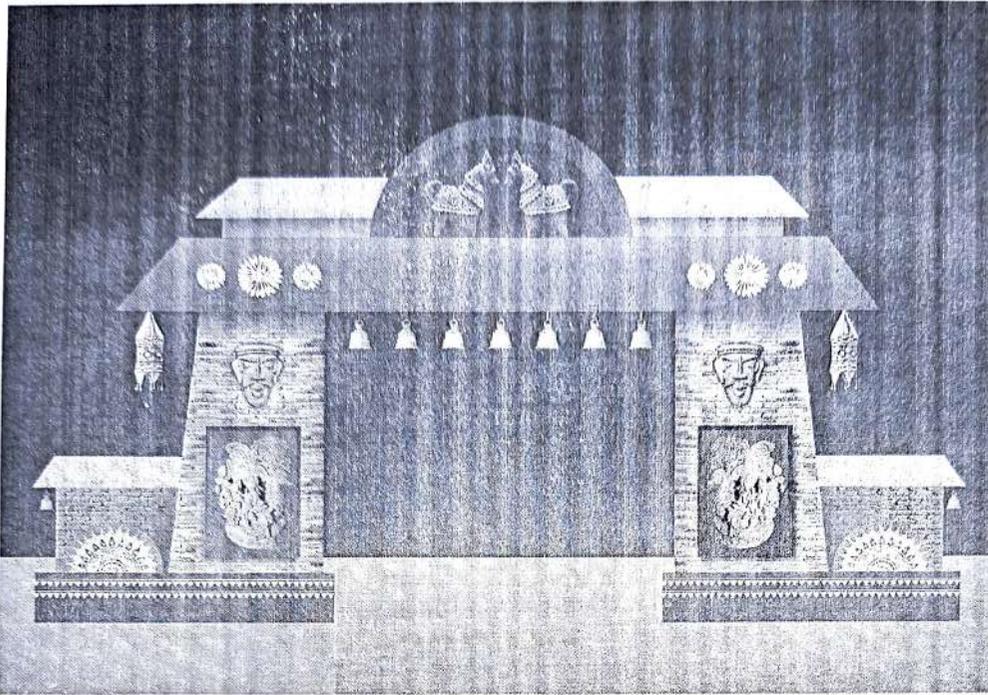
Rural Cuttack is not merely an event; it's a movement that aims to bridge the gap between urban and rural, tradition and technology, and culture and progress. By preserving and promoting the heart of Cuttack, we can ensure that rural life remains an integral part of our national identity. Rural Cuttack will not only provide an unforgettable experience but also serve as a catalyst for rural empowerment and sustainability. We seek your support to make this vision a reality and celebrate the richness and diversity of rural Cuttack.



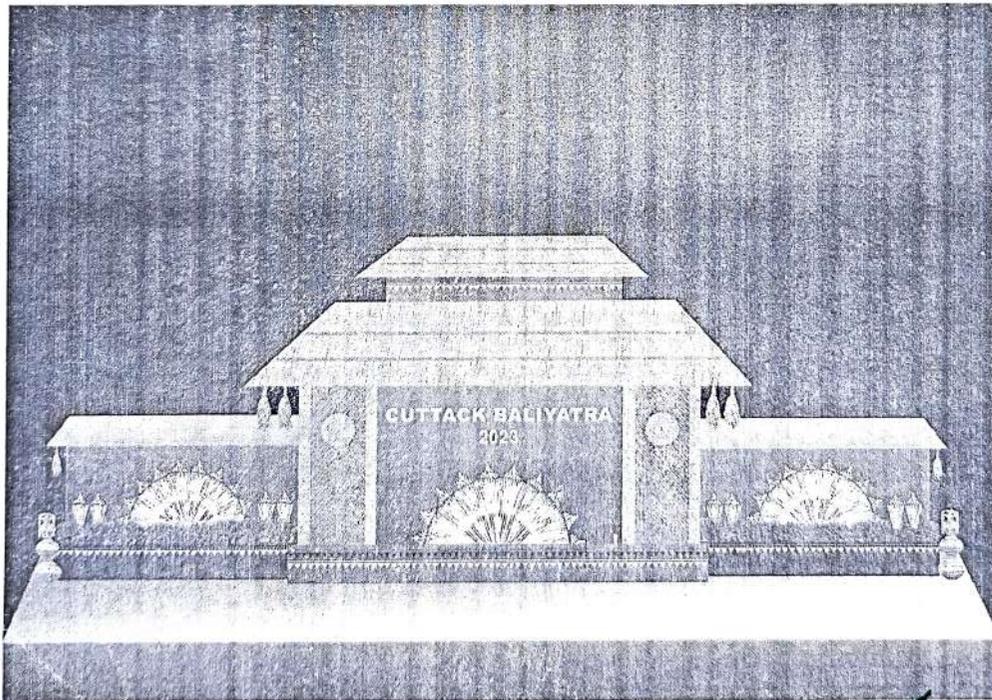
ANNEXURE 1

SAMPLE ARTWORKS OF COTTAGE
AREA

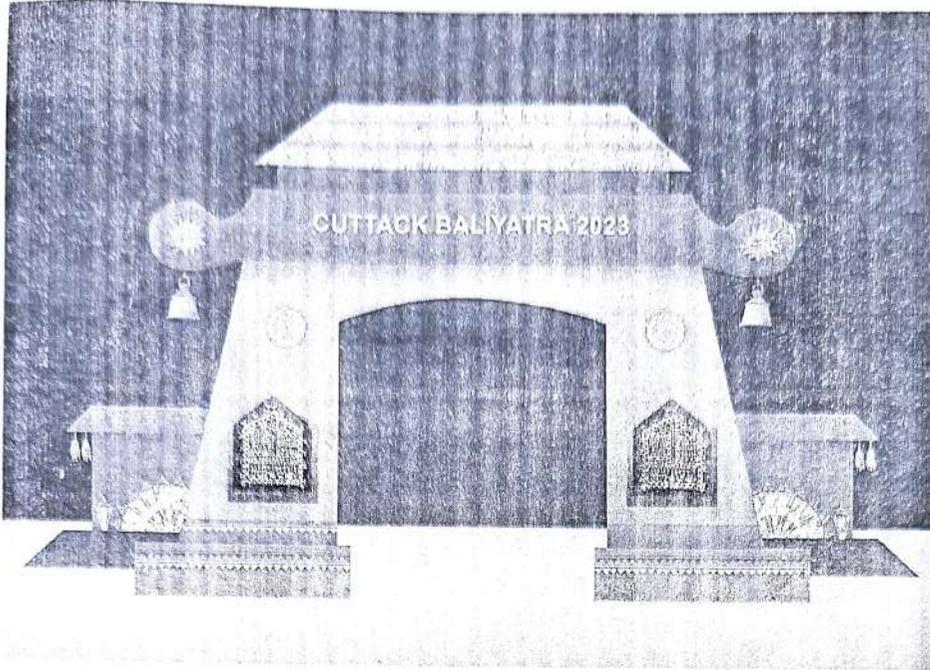
1. Exhibit



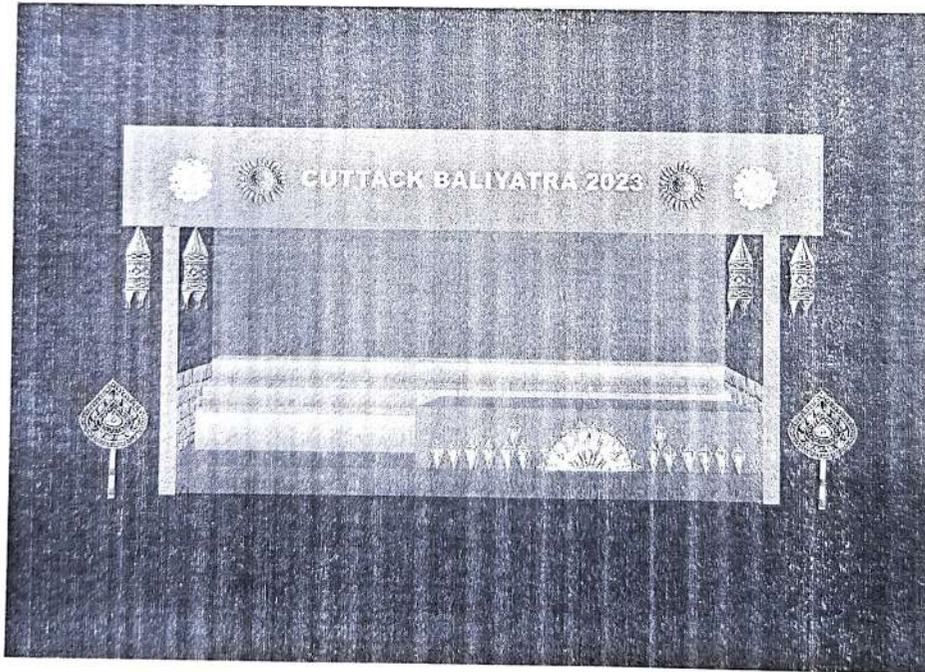
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3. Exhibit 3

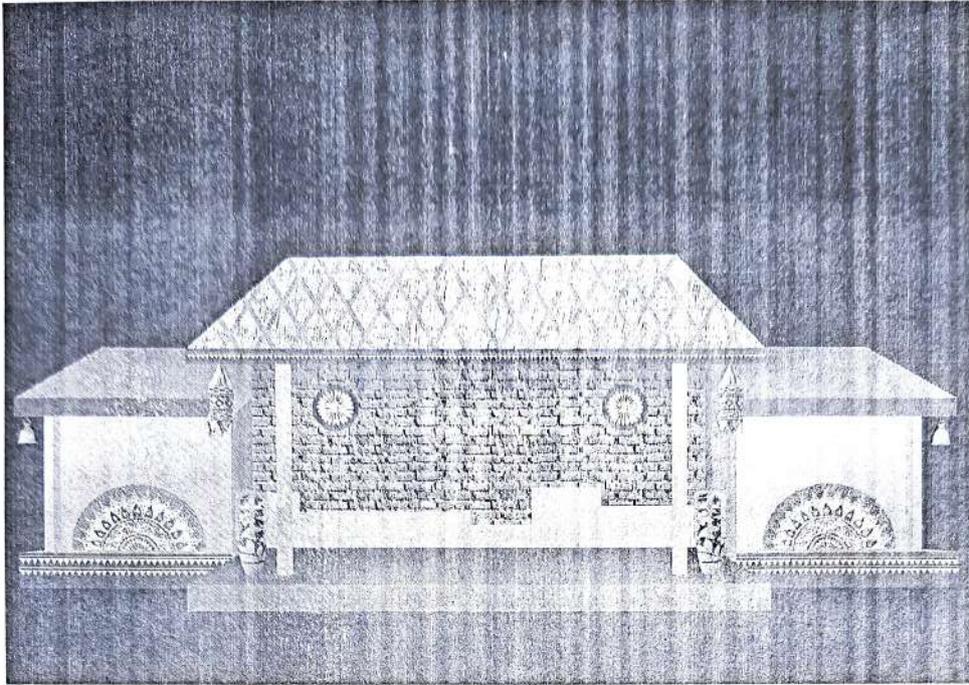


4. Exhibit 4

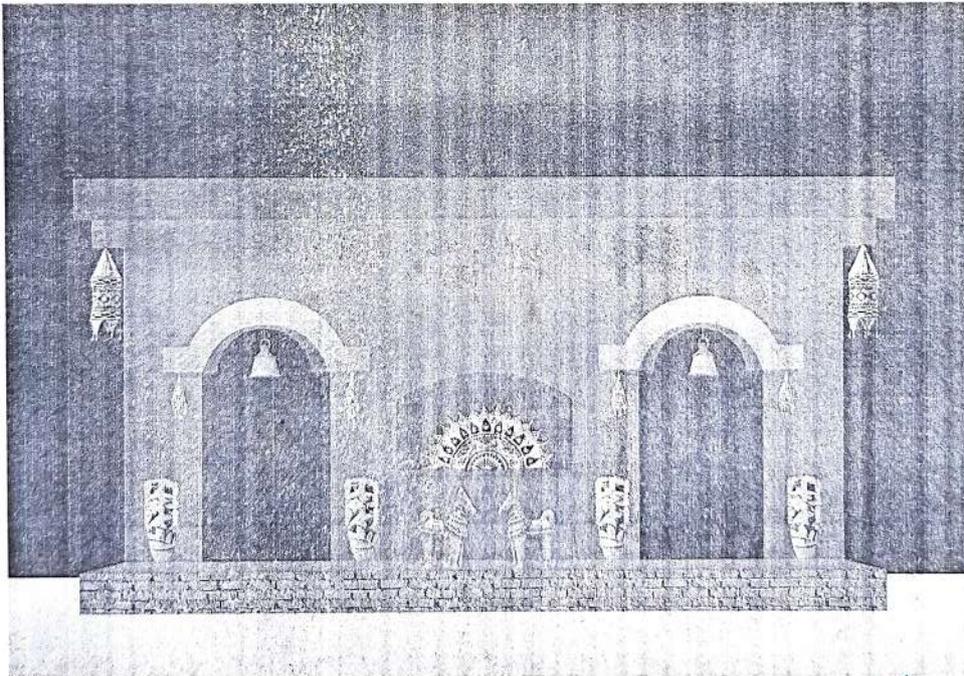


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5. Exhibit 5



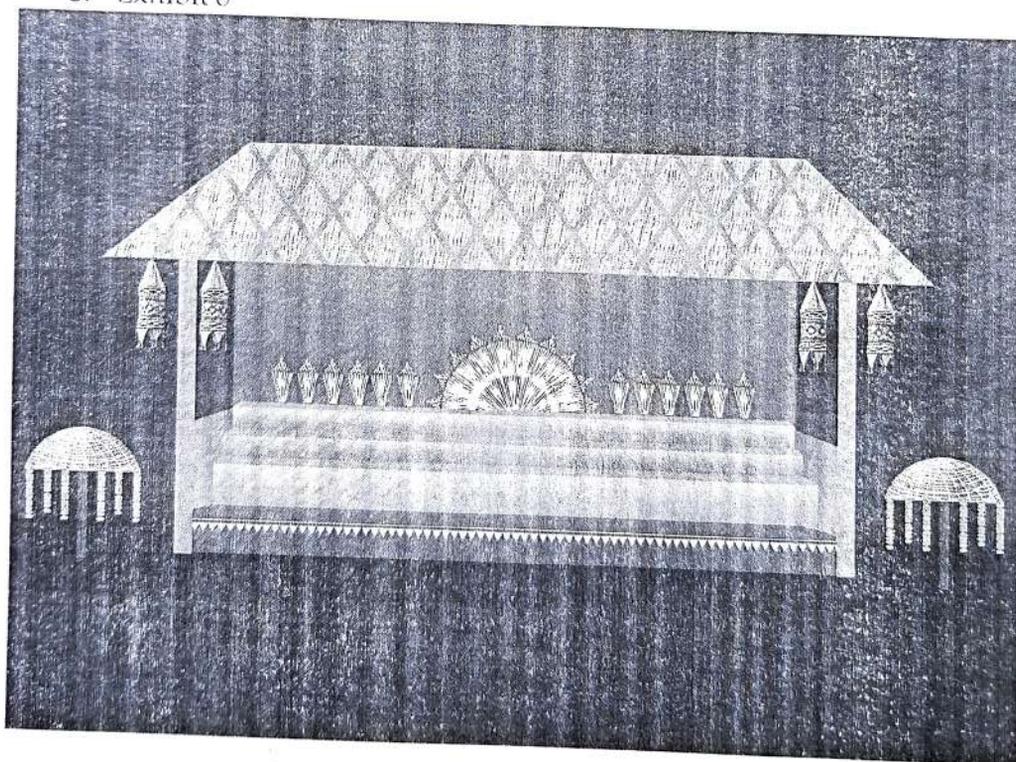
6. Exhibit 6



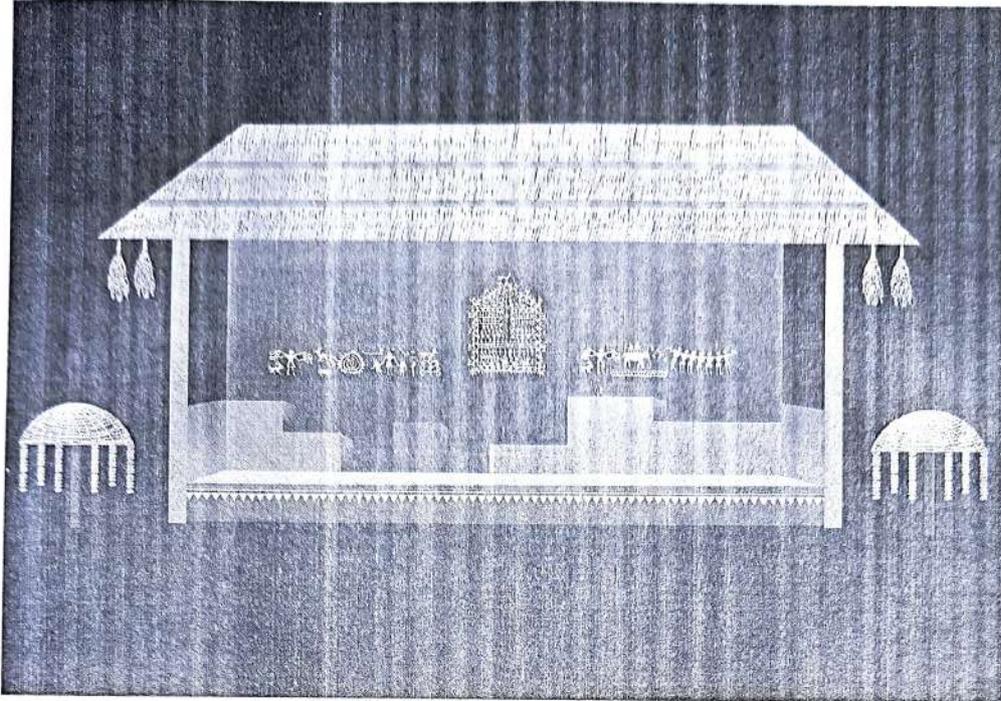
7. Exhibit 7



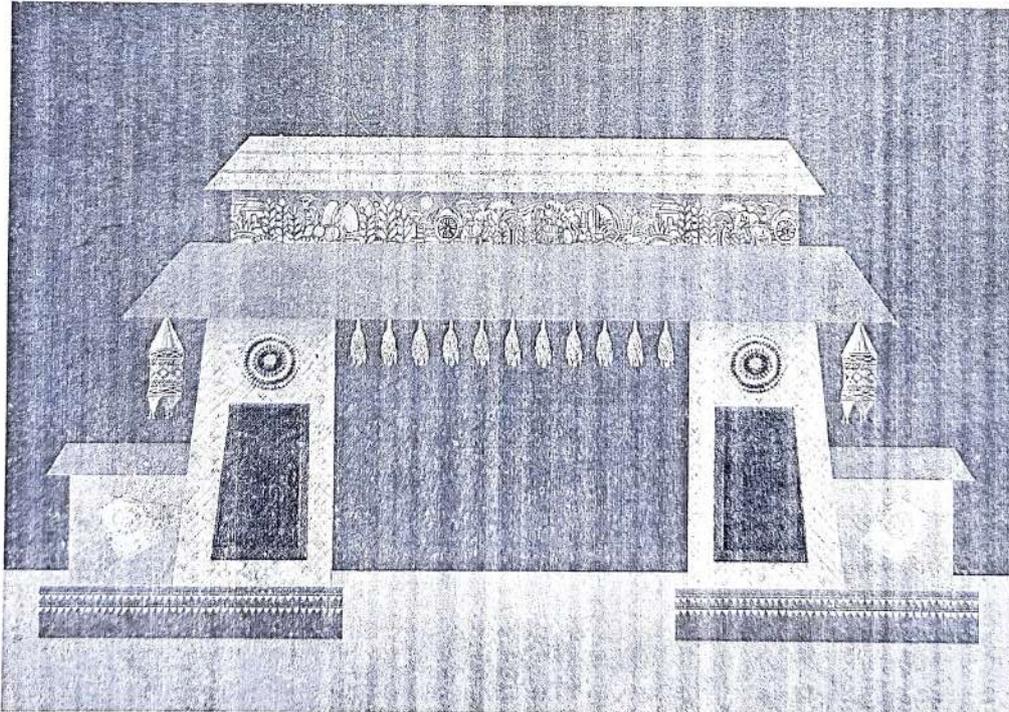
8. Exhibit 8



9. Exhibit 9

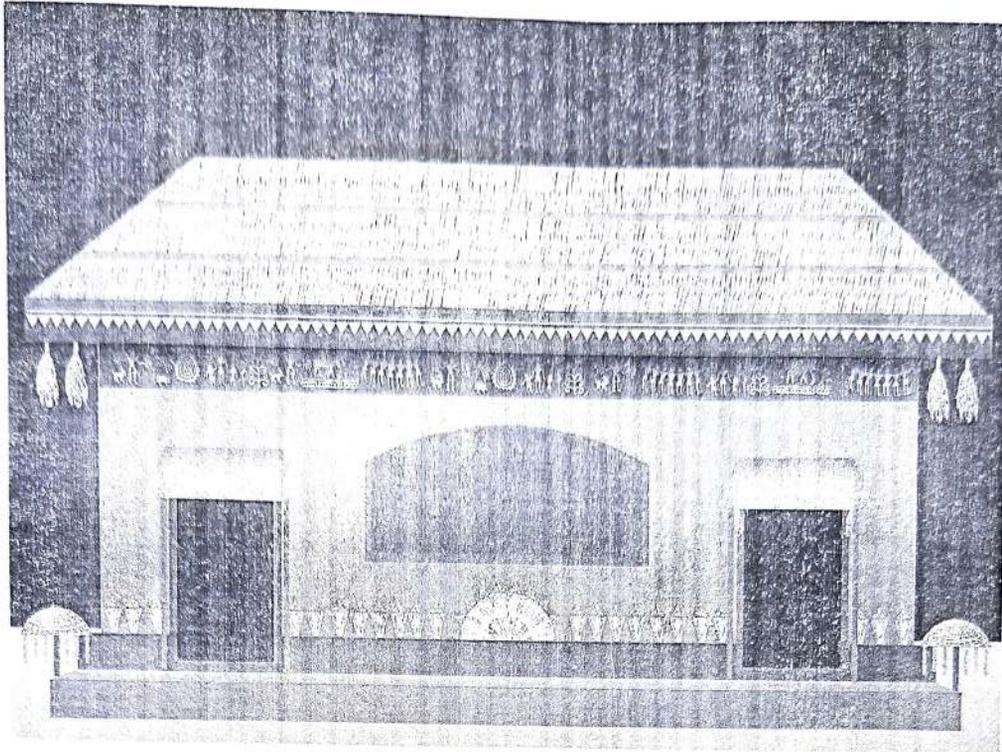


10. Exhibit 10

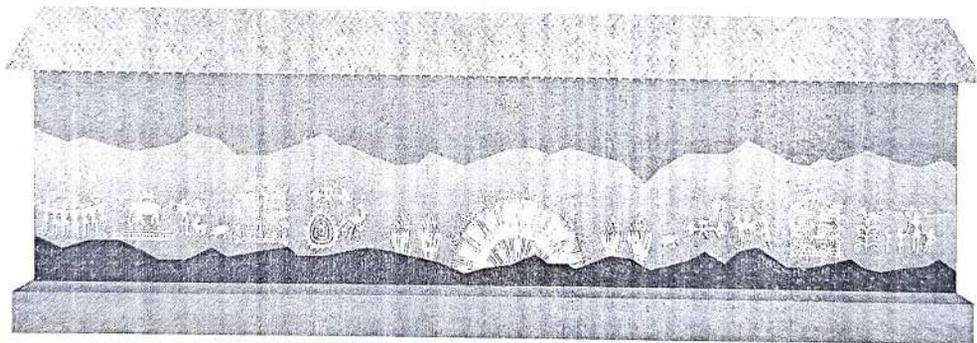


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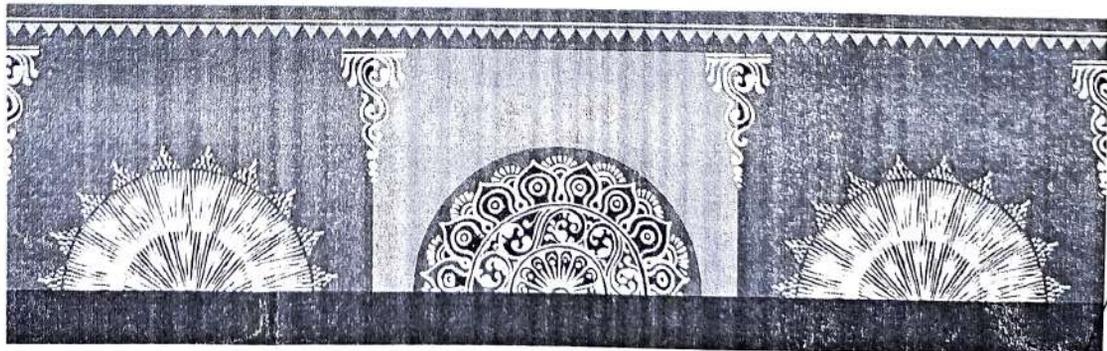
11. Exhibit 11



12. Exhibit 12

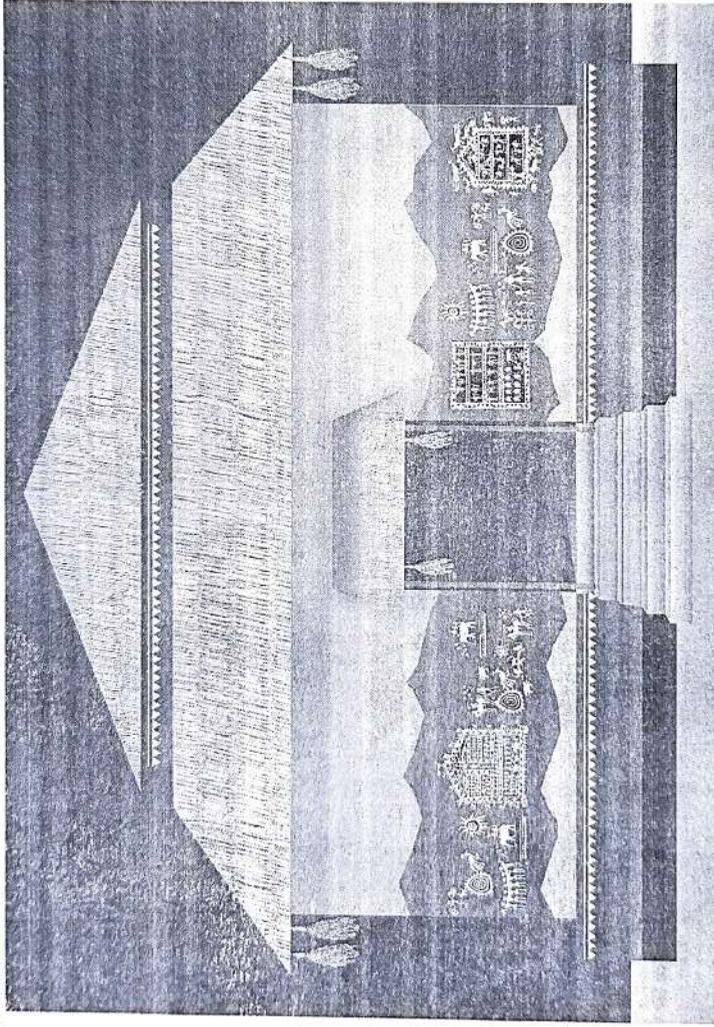


13. Exhibit 13



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14. Exhibit 14



15. Exhibit 15

