

OFFICE OF THE COLLECTOR & DISTRICT MAGISTRATE, CUTTACK

No. 1804 /Culture/Dated: 15.10.2025

QUOTATION CALL NOTICE

Sealed quotations are invited from the intending reputed and experienced Media Houses / Agencies / Firms so as to reach the undersigned on or before **23.10.2025 by 3:00 P.M.** for engagement as Media Partners for "Historic Baliyatra Cuttack - 2025" to be held from 5th to 12th November, 2025 at Baliyatra Padia, Gadagadia Ghat, Cuttack, Odisha.. To ensure the wide publicity, media coverage, and enhanced outreach of the festival. The sealed envelope should be either **delivered through Courier/Registered Post/Speed Post/by hand** to the office of the undersigned during working hours 10:00 AM to 5:30 PM on working days.

The Historic Baliyatra Cuttack is one of the largest and most celebrated cultural festivals of Odisha, organized annually by the District Administration, Cuttack. The event commemorates the ancient maritime legacy of the State and attracts lakhs of visitors, traders, artisans, and cultural enthusiasts from across the country.

Scope of Work:

- Designing and executing a comprehensive media and publicity plan covering print, electronic, digital, and social media platforms.
- Production and dissemination of press releases, advertisements, short films, jingles, and promotional creatives.
- Coordination with national and regional media for pre-event, ongoing, and post-event coverage.
- Branding and visibility support within the festival premises.
- Providing media support for press conferences, interviews, and official communications.
- Set up a dedicated media facilitation desk at the Baliyatra ground for coordination with journalists and influencers.
- Maintain daily records of media coverage, provide clipping reports, photo/video documentation, and a comprehensive post-event report.
- Provide professional assistance in managing any media-related issues or misinformation during the event period.



Proposal Guidelines:

- **Company Profile:** Overview of agency, experience, client testimonials.
- **Approach & Methodology:** Description of proposed strategy and execution plan.
- **Team:** Profiles of key team members handling the account.
- **Case Studies:** Relevant success stories.
- **Commercials:** Cost structure, pricing models.
- **Timeline:** Proposed timelines for deliverables.

Eligibility Criteria:

- The agency/firm should have minimum 3 years of experience in media management, event publicity, or public relations.
- Must have successfully handled at least two major government or large-scale cultural/public events.
- Should possess valid GST registration, PAN, and other relevant statutory documents.
- Must have adequate in-house skilled team with expertise in production, media planning, buying, digital marketing & innovative approaches for impactful campaigns.
- Also use of advanced tools for analytics.

Submission Details:

Interested agencies/firms may submit their detailed proposal containing:

- Company profile and experience credentials.
- Details of similar assignments handled.
- Proposed strategy and plan for Baliyatra 2025.
- Copies of statutory documents.

The sealed quotations, superscribed as "Quotation for Engagement of Media Partner Historic Baliyatra, Cuttack - 2025", should be submitted to the undersigned on or before 23.10.2025 by 3:00 PM at the following address The quotations shall be opened at 6.00PM on 23.10 .2025 in the office chamber of ADM,General,Cuttack.

The Collector & District Magistrate,
Collectorate, Cuttack – 753002, Odisha.

For any clarification, please contact:

Email: admcuttack@gmail.com Phone: 9437222160



Special Conditions:

- The District Administration, Cuttack reserves the right to accept or reject any or all quotations without assigning any reason thereof.
- Submission of a quotation does not guarantee selection or award of work. The Administration is not bound to accept the lowest quotation or any proposal received.
- Quotations which are incomplete in any respect or received after the due date and time shall be summarily rejected.
- The Administration reserves the right to terminate the engagement of the selected agency at any point in time in case of unsatisfactory performance or breach of terms and conditions.
- All creative designs, content, videos, jingles, and promotional materials produced under this engagement shall remain the intellectual property of the District Administration, Cuttack.
- The Administration shall not be held responsible for any delay or failure in performance due to circumstances beyond its control, including natural calamities, strikes, or governmental restrictions.
- The decision of the Selection Committee shall be final.
- The Agency will be provided a place in Baliyatra ground for showcasing its activities.

By order of

Collector & District Magistrate, Cuttack


Addl. District Magistrate
Cuttack

Particulars of the Bidder

(To be filled in by the bidder and submitted along with the quotation)

1. **Name of the Firm / Agency:**
.....
2. **Address of the Firm (with complete postal details):**
.....
.....
Phone No.:
Email ID:
Website (if any):
3. **Name of the Proprietor / Partner / Director:**
.....
4. **Type of Firm (Please tick ✓):**
 Proprietorship
 Partnership
 Private Ltd. Company
 Public Ltd. Company
 Others (Please specify):
5. **Year of Establishment / Incorporation:**
.....
6. **Registration Number of the Firm (if any):**
.....
7. **GST Registration Number:**
.....
8. **PAN (Permanent Account Number):**
.....
9. **Details of Past Experience (relevant to similar work):**
.....
(Attach separate sheet or relevant documents if needed)
10. **Details of Infrastructure / Facilities available:**
.....
(Attach photographs / descriptions if applicable)
11. **Bank Details:**
 - Name of the Bank:
 - Branch:
 - Account No.:
 - IFSC Code:
12. **Whether samples are submitted as required:**
 Yes
 No
13. **Whether a recent printed publication is enclosed:**
 Yes
 No

14. Annexure- A3 Financial Capacity of the Applicant:

Sl. No.	Financial Year	Annual Turnover
1.	2023-24	
2.	2022-23	
3.	2021-22	

15. Financial Quotation for [reason sealed quotations are invited for] (Inclusive of GST):

₹

Declaration

I/We hereby declare that the information furnished above is true and correct to the best of my/our knowledge and belief. I/We fully understand that if any information is found to be false or misleading, our bid is liable to be rejected.

Signature of the Authorized Signatory

Name:

Designation:

Date:

Seal of the Firm: