

Government of Odisha
Information and Public Relations Department

Letter No. 68 IPR, Dated, 02/01/2024
DD-02/2024

NOTIFICATION

Expression of interest for Airport/Railway station Advertising

Government of Odisha in I&PR Department invites expression of interest by desirous agencies enjoying rights over the properties of Airport Authority/properties managed by Private Airport operators/ Indian Railways for the purpose of publicity in various modes including hoarding, static display board and digital video wall. In railway station the additional mode will be through audio based advertisement.

The interested agencies need to furnish details in regard to the sites having DAVP rate contract and commercial sites separately. Prescribed format to furnish relevant information and the terms and conditions is available in the department's website i.e. <https://inpr.odisha.gov.in> .

The proposal signifying the expression of interest should reach the department of I&PR, Government of Odisha in the following address i.e. "Director, I&PR Department, Govt. of Odisha, Keshari Nagar, Bhubaneswar, Odisha 751001" on or before 8th January 2024 by 1:00 PM through speed post or personal delivery only. The applicant agencies are required to remain present for opening of sealed papers on 8th January 2024 at 3:30 PM.


Deputy Director (AVP)

Digital Advertisement in Airports and Railway Station Audio Based Advertisement

Objective:

Government of Odisha in I&PR Department intends to carryout publicity in various modes including hording, static display board and digital video wall inside Airport/ Railway Stations. The I &PR Department also intends to carry out audio based advertisements in various Railway Stations in Odisha.

Scope of Work for Advertisement in Airports (Major Cities)

The agencies having sole rights will take up display of various advertisements of Government of Odisha inside Airports like: Delhi, Mumbai, Kolkata, Chennai, Bengaluru, Hyderabad, Ahmedabad, Varanasi, Vizag, Bhubaneswar, Jharsuguda & Rourkela. (Including all Terminals). The advertisement shall be carried out in various properties of the Airport including hoarding, static display board (backlit), and digital video walls at different points of the Airport.

Scope of Work for Display Advertisement in Railway Stations (Odisha)

The agencies having sole rights will take up display of various advertisements of Government of Odisha inside different railway stations of Odisha. The advertisement shall be carried out in various properties of the Railway stations including hoarding, static display board (backlit), and digital video walls at different points of the Railway Station i.e.: Bhubaneswar, Puri, Cuttack, Brahmapur, Sambalpur, Rourkela, Jharsuguda, Balasore, Raygada and Kesinga. (NSG-2, NSG-3, NSG-4 etc Railway Stations.)

Scope of Work for Audio Based Advertisement in Railway Stations (Odisha)

The agencies having sole rights will take up Audio based Advertisements; audio jingles etc. in the railway stations earmarked for the purpose in Odisha. The Audio ads need to be integrated with the automated announcements of Railways and played before and after each announcement through high decibel announcement speakers.

Name of the Railway Stations: **Bhubaneswar, Puri, Cuttack, Brahmapur, Sambalpur, Rourkela, Jharsuguda, Balasore, Raygada and Kesinga.** (NSG-2, NSG-3, NSG-4 etc Railway Stations.)

1) Terms and Conditions:

- I. Selected Agencies will have to sign an Agreement with Director, I&PR Department for a period of **One Year**. If the Agency fails to sign the Agreement within the stipulated period the selection of the Agencies will stand cancelled automatically. The cost to this effect will be borne by the selected bidder. The period of contract is extendable on account of administrative exigency subject to satisfactory performance and acceptance to work on the existing terms and conditions at the presently decided/settled cost by the empanelled agencies.
- II. The agencies having sole right can only participate in the Expression of Interest.

- III. Wherever specific terms & conditions have not been spelt out in the document, OGFR of State Govt. shall apply.
- IV. The agreement of the agencies with I&PR Department doesn't guarantee awarding work related to advertisement application.
- V. There shall be no over-writing in the tender documents and other papers submitted. Any alteration should be initialled with seal by the same person who signs the Tender document.
- VI. No advance payment shall be made in any circumstance for execution of work. Full payment will be made after receiving service from the firm and after certification by the concerned officer that satisfactory service has been rendered by the Agencies as per the specification of work order.
- VII. TDS under IT & GST shall be deducted as per law.
- VIII. All the disputes shall be subjected to the jurisdiction of Civil Courts situated in Bhubaneswar.
- IX. Each page of the Document should be signed by the bidder with seal in token of having read, understood and accepted the terms and conditions of this contract.
- X. All the documents and papers including sole authority of the Advertisement submitted with the bid should be in English and shall be authenticated under the seal and signature of the bidder.
- XI. In case of any dispute/ambiguity arisen in the documentation, decision of I&PR. Department /Tender calling authority shall be final.
- XII. The Agency is expected to maintain high level professional ethics and will not act in any manner, which is detrimental to I & PR Department's interest.
- XIII. I&PR Dept. reserves the right to cancel the agreement with the Agencies, if it fails to perform the work as per the quality standard and time line. Neither not doing the renewal of any individual agency because of non-adherence to the terms and conditions nor the eventuality of opting out after the contract period is over.
- XIV. The Department reserves the right for rejection of any /all applications without assigning any reason whatsoever. All the decisions taken by I&PR Department would be final and no further representation in this regard shall be entertained.
- XV. The rates quoted by the agencies are subject to negotiation with the I &PR Department.
- XVI. It is the responsibility of the agencies to submit proof of execution of work as per the work order.
- XVII. The Agency shall be responsible for continued vigilance over the display structure. They will be liable for untimely removal, damage caused, smearing and disfiguring of the display boards/materials and undesirable interference/ jumbling of the text.
- XVIII. The interested agencies need to furnish details in regard to the sites having DAVP rate contract and commercial sites separately as per the format given.

Tender Cost and Processing Fee: the sole bidder must furnish the required tender cost and processing fee amounting to Rs. 2000/- in shape of DD in favor of Information and Public Relations Department, Govt. of Odisha from any scheduled commercial bank.

Performance Security: Airport Advertisement Agency shall have to furnish a Performance Security of Rs. 5,00,000/- (Five lakh). In case of Railway Station Advertisement, the agency shall have to furnish a Performance Security of Rs. 50, 000 (fifty thousand) in the form of NSC/Post Office Saving Bank Account/ FDR from any Nationalized Bank/ Scheduled Bank situated in Bhubaneswar, Odisha/ Electronic Bank Guarantee (e-BG) duly pledged in favor of “D.D.O., I &PR Department” within **7 days of notifying the** acceptance of for the award of contract. In special circumstances of Govt issuing order of execution before deposit of performance security, the executant will be liable for penalty @2% of the total work value.

Documents to be Submitted:

1. Proof of Legally valid entity.
2. GST registration certificate in Form 6 along with latest return filing copies in Form 3 ‘B’.
3. Pan of the agency & It Return filing copies for the last three consecutive Assignment years. (2021-22, 2022-23 & 2023-2024).
4. DD of Rs. 2000/- (nonrefundable) in favor of Information and Public Relations Department.
5. The agencies must not have been barred or black listed by any State Govts. / Railways and should not have indulged in criminal offence.(An affidavit to this effect shall be furnished).
6. Documents in proof of having sole rights authority from respective Airport Authority/ Railway Authority.
7. Proof of last work orders issued by different State Govt/ PSUs or any Govt Organization must be submitted for each Airport/ Railway Station.

(End of the Document)

Financial Quotations Format for Railway Station Audio Advertisement:

SI No.	Rate	Name of Station (As per NSG Category Stations)	Total Rate without GST	GST %	Total
1	20 Seconds as one Unit NSG-2 Stations				
2	20 Seconds as one Unit NSG-3 Stations				
3	20 Seconds as one Unit NSG-4 Stations				
4	20 Seconds as one Unit NSG-5 Stations				
5	Monthly Rate for minimum 100 nos of Audio slots per day NSG-2 Stations				
5	Monthly Rate for minimum 100 nos of Audio slots per day NSG-3 Stations				
6	Monthly Rate for minimum 100 nos of Audio slots per day NSG-4 Stations				
7	Monthly Rate for minimum 100 nos of Audio slots per day NSG-5 Stations				
		Total with GST			

(Pls add rows if required)

Financial Quotations Format for Railway Station Display Advertisement:

SI No.	Display/ Material Size with specification if any	Name of Station (As per NSG Category Stations)	Total Rate without GST	GST %	Total
1.		NSG-2 Stations			
2.		NSG-3 Stations			
3.		NSG-4 Stations			
4.		NSG-5 Stations			
5.					
		Total with GST			

(Pls add rows if required)

Format for Quoting of Rate For Airports:

(It a sample format, the bidders may quote rate as per their property availability)

Sl. No.	Airport	Terminal	Location	Media Details	Media Size	Qty.	Cost For 15 Days Without GST	% of GST	DAVP Rates	Commercial Rates
1			Domestic Departure	Digital Screens	65"	1				
2			Domestic Arrival	Digital Screens	65"	1				
3			International Arrival	Digital Screens	65"	1				
4			International Departure	Digital Screens	65"	1				
5			Domestic Departure + Arrival	Digital Screens	65"	1				
6			Domestic & International Arrival	Digital Screens	55"	1				
7			Domestic Departure	Digital Screens	55"	1				
8			International Departure	Digital Screens	55"	1				
9			Domestic Departure + Arrival	Digital Screens	65"	1				
10			Domestic Arrival	Baggage Conveyor Belt	207"	1				
11			Domestic Departure	Digital Screens	55"	1				
12			Domestic Arrival	Video Wall	15 x 8	1				
13			Domestic Arrival	Digital Screens	13 x 8	1				
14			Domestic Arrival	Digital Screens	12.5 x 5 & 10.5x5	1				
15			Domestic Departure	Digital Screens	70"	1				
16			Domestic Boarding Lounge	Digital Screens	4 x 6	1				
17			Domestic Departure	Digital Screens	55"	1				
18			Domestic Arrival	Digital Screens	55"	1				
19			Domestic Arrival	Digital Screens	21 x 7	1				
20			Domestic Departure	Digital Screens	7 x 8	1				