

Tender Document

SELECTION OF AGENCY FOR

**PHOTOGRAPHY & VIDEOGRAPHY SOCIAL MEDIA PUBLICATION,
LIVE WEB HOSTING QR CODE DISPLAY FOR STALL/PRODUCT
SALES ANALYSIS PRODUCT CATELOUGUE EVENT REPORT
PREPARATION**

DURING

**Zilla Mahostav & Pallishree Mela Nayagarh
24th -28th December 2025.**

**Odisha Rural Development and Marketing Society, Nayagarh,
Panchayati Raj & Drinking Water Department, Government of Odisha**

INDEX

SL NO	BRIEF DESCRIPTION	PAGE
1	QUOTATION CALL NOTICE	3
2	ABOUT THE PROGRAMME & ACTIVITIES	4-5
3	DATA SHEET OF BIDDER	6
4	INFORMATION TO THE BIDDER	7-8
5	SCOPE OF WORK	8-10
6	TECHNICAL BID SUBMISSION FORMS	11
7	BIDDER ORGANISATION(GENERAL DETAILS)	12
8	BIDDER PAST EXPERIENCE DETAILS	13
9	SELF DECLARATION- BIDDER IS NOT BLACK LISTED	14
10	FINANCIAL PROPOSAL SUBMISSION FORM	15

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QUOTATION CALL NOTICE

Sealed Quotation/s invited from any professional Agency must be registered in India as a Limited Company/ Partnership/ Sole Proprietorship firm/company Experience of having the documentation works like photography, videography, Social Media Promotion, Documentation with Sales analysis and auto MIS of event must be 02 (two) years from the date of incorporation on last date of the submission of proposal. The details scope of work mentioned in the Quotation Paper (may be downloaded from the website <http://nayagarh.nctd.gov.in/>) and hard copy to be submitted to this office on or before .


CDO-cum-EO
ZP,Nayagarh



ABOUT THE PROGRAMME & ACTIVITIES

District Level Zilla Mahostav & Pallishree Mela, 2025 in Nayagarh District, which is a highly anticipated annual event aimed to celebrate lokamahostav along with a platform to provide a good marketing platform to self-help groups, artisans, and rural enterprises. The schedule of the programme is 24th -28th December 2025. The Pallishree Mela has consistently contributed to the growth of rural entrepreneurship by providing an opportunity to Rural producers to reach larger market. This year, we anticipate participation from numerous SHGs, artisans, and rural entrepreneurs from across the states. The Mela is expected to attract a significant number of visitors every day and enhancing the visibility of Rural Products and increasing income for rural households.

Several following **activities** are badly required to manage the programme on a organised way along with disciplined manner.

PHOTOGRAPHY & VIDEOGRAPHY : Photography and videography are essential for documenting and promoting events such as cultural shows and rural product exhibitions. They capture performances, traditions, and locally made products, preserving them for future reference and showcasing community talent. Visual records help in outreach, marketing, and reporting to stakeholders. They also support cultural preservation, encourage participation, and highlight rural innovation. Overall, these activities enhance visibility, ensure transparency, and contribute to the long-term impact of the event.

SOCIAL MEDIA PUBLICATION Photography and videography play a vital role in strengthening social media publication activities by providing engaging visual content that effectively communicates the essence of an event. High-quality images and videos from cultural shows and rural product exhibitions help capture audience attention, highlight key moments, and showcase local talent and innovations. When shared on social media platforms, these visuals enhance outreach, increase visibility, and encourage community engagement. They also support timely updates, promotional efforts, and long-term documentation of the event's impact.

LIVE WEB HOSTING : Web hosting of a programme is closely supported by photography and videography activities, as high-quality visual content enhances the overall presentation and accessibility of the event online. Capturing key moments, cultural performances, and product displays through photos and videos allows the programme to be showcased effectively on websites. These visuals enrich the hosted content, making it more engaging for remote audiences, improving documentation, and strengthening the programme's digital presence. Together, they ensure wider reach, better promotion, and lasting visibility.

QR CODE DISPLAY FOR LOCATE STALL/PRODUCT : Providing a QR code facility in an exhibition allows visitors to easily **locate stalls or specific products** using their mobile phones. Each stall or product is assigned a unique QR code, which is displayed at strategic points such as entry gates, brochures, or signage. When visitors scan the code, they are directed to a digital map or information page showing the exact location, details of the stall, and product highlights. This system improves navigation, saves time, enhances visitor experience, and supports seamless access to information in a user-friendly, contactless manner.

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SALES ANALYSIS : Scientific sales analysis through a digital platform in a rural product exhibition enables accurate and real-time monitoring of sales performance. By capturing details such as **day-wise sales, major product-wise trends, customer preferences**, the system generates meaningful statistical insights. These analyses help identify high-demand rural products, peak business hours, and areas requiring promotional support. The data-driven approach empowers rural entrepreneurs to improve production planning, marketing strategies, and inventory management. Overall, it enhances transparency, boosts sales efficiency, and supports informed decision-making for future exhibitions.

PRODUCT CATELOUGUE An exhibition provides an ideal platform to showcase a wide range of rural products, making it convenient to conduct product photography and develop a comprehensive product catalogue. With all products displayed in one location, high-quality images can be captured efficiently, ensuring accurate representation of each item. These photographs can then be used to create a well-organized catalogue that highlights product features, craftsmanship, and uniqueness. This activity supports promotion, enhances market visibility, and enables wider outreach beyond the exhibition.

EVENT REPORT PREPARATION As Zilla Mohotsav and Pallashree Mela are organized in association with multiple departments, preparing a comprehensive event report becomes essential. Such a report enables detailed documentation of each department's participation, activities, contributions, and outcomes in a single consolidated document. This unified record enhances transparency, supports evaluation, and serves as a valuable reference for future planning and interdepartmental coordination. A well-prepared event report also highlights achievements, identifies gaps, and ensures proper acknowledgment of all stakeholders involved.

BIDDER DATA SHEET

Sl. No.	Particular	Details
1.	Name of the Client	CDO – CUM-EO Zilla parishad Nayagarh
2.	Date of Issue of TENDER CALL NOTICE	29/11/2025
6.	Last Date and Time for submission of Bid	08/12/2025 ,2p.m
7.	Date & Time for opening of Technical Bid and Presentation	08/12/2025,4.p.m
8.	Date & time for opening of Financial Bid	08/12/2025,4.p.m
9.	Tender Processing Fee (Non-Refundable)	Rs. 1,000/-INR + GST-18 % = Rs. 1,180/- in shall be transferred in the following
10.	EMD (Refundable)	Rs. 10,000/- in shall be transferred in the following
11.	Place of Opening of Technical& Financial Bid:	Office chamber of CDO-cum-EO,ZP,Nayagarh

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INFORMATION TO THE BIDDER

Pre-Qualification/Eligibility Criteria:

Bidders should conform to the eligibility criteria given below and to this effect must produce the required supportive documents /information as indicated below.

Sl.No.	Eligibility Criteria	Documents Required For Pre Qualification
1.	The Agency must be registered in India as a Limited Company/ Partnership/ Sole Proprietorship under relevant assignments and must be in business for last 02 (two) years from the date of incorporation on last date of the submission of proposal.	1. Proof of Certificate of Incorporation / Registration of the Agency 2. Copy of PAN 3. Copy of Goods and Services Tax Identification Number (GSTIN).
2.	Experience of having similar works in Central/ State Governments/ Departments/ PSU's/ Corporate Bodies / National / International Organisations / Private organisation during last three years (2022-23, 2023-24, 2024-25), should be either of the following. i.	Work orders/ Contract Document / Completion of Work Certificates from the previous clients to be submitted. (Similar Assignments like documentary films/ corporate films/ viral videos/ animated films/ Television Commercials)
3.	The bidder should have local office in Odisha.	Valid Address Proof (Copy of Telephone Bill/ PAN/ Electricity Bill/ Rent Agreement etc.)
4.	The bidder should not have been blacklisted by Central / State Govt. Institutions for any means of non-obligation.	Self-Declaration from the Bidder as per the format enclosed at Tech-5.

Documents to be submitted along with TECHNICAL BID

The bidders have to furnish the following documents duly signed in along with their Technical Bid:

- Covering letter on bidder's letterhead requesting to participate in the tender process.
Bid Processing Fee amounting to **Rs. 1,000/- + GST 18 % - Rs. 180 = Rs. 1,180/- (Rupees One thousand one hundred eighty only)**
- EMD fee as applicable. (Rs.10,000/- Only)
- Copy of Certificate of Incorporation/ Registration of the agency.
- Copy of PAN.
- Copy of Goods and Services Tax Identification Number (GSTIN).
- General Details of the Bidder
- List of completed assignments of similar nature (copies of contracts / work orders / completion certificate from previous clients)
- Self-Declaration from the Bidder on not blacklisted.

NB: Submission of forged documents will also result in rejection of the bid.

The EMD of unsuccessful bidders **shall be refunded the instrument (Bank Draft)** after finalization of selection process and award of contract. The EMD of the successful bidder will be released only after successfully completion of the work.

- Bidders will make a presentation on the planning against execution of assignment before the client during the evaluation stage. Clarifications, if any, as required by the Client will also be discussed during the meeting. the same.

FINANCIAL EVALUATION: The financial Bids of the bidders only shall be opened at this stage in the presence of the bidder's representative on the scheduled date & time.

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Award of Contract:

The Client will notify the successful bidder in writing by issuing an offer letter / work order. Clint may award Full or part of work considering to the budget limitation .

- a. A dedicated staff from the successful bidder will sit at the coordination cell throughout the event for proper coordination.
- b. In case of any extension of Mela period, no extra payment will be entertained for the additional days.
- c. The bidder has to quote the rate as per the given format.
- d. In case of any additional requirement, the successful bidder has to take the prior written permission from the Mela-in-charge.
- e. The authority is reserve the right to reject any or all quotations and tenders without assigning any reasons thereof.

Legal Jurisdiction:

- All legal disputes are subject to the jurisdiction of civil court of Nayagarh only.
Each Bidder shall submit only one (1) Bid, in response to this TENDER CALL NOTICE. Any Bidder who submits or participates in more than one Bid shall be disqualified.

SCOPE OF WORK

The combined assignment includes photography, videography, Social Media Promotion, Documentation along with Sales analysis and MIS of the event. The scope of work of different assignments is explained below for complete understanding.

SPECIFICATIONS & SCOPE OF WORK:-

PHOTOGRAPHY:	Professional Photography on minimum Full framed mirror less camera (Canon/ Nikon/ Sony) & above with Professionally trained photographer with specialization in exhibition, inauguration and valediction ceremonies, Cultural Events, Government Programs, convention, Meetings/Workshops and corporate photography.	Tenderer will keep all the equipment like Camera, reflector, Tripod, Lenses, Power Cord etc. ready as per requirement.
SUBMISSION OF ALBUM:	An album of size 12 inches x 18 inches on Synthetic Paper with minimum 200 photos	2 Nos. Along with the Album all digital photos also to be submitted.
VIDEOGRAPHY:	Professional Video documentation of entire event with Professionally trained cinematographers along with assistants with specialization in exhibition, inauguration and valediction ceremonies, Cultural Events, Government Programs, Visit of VIPs, convention, Meetings/Workshops and Drone camera coverage for taking aerial views of the event time to time.	Tenderer will keep all the equipment like Video Camera, Drones, Tripod, Lenses, Power Cord etc. ready as per requirement.
EDITING / TITLING:	Well edited and titled videos to be submitted in suitable format viewable in Home/office Projectors and business AV aids.	<ol style="list-style-type: none">1. 1 hr edited video covering entire event.2. 15 minutes video covering entire event.3. 5 minutes video covering entire event.4. Day to day Video Shorts as per requirement for social Media publicity. <p><u>All the documents should be submitted in external hard disk (in HD Format) to ORMAS, Nayagarh.</u></p>

LIVE WEBCAST	Live Coverage/ Webcasting: Providing for live coverage of events, Cultural Programs, Food, Products etc., on the social media handles of the Department, as and when required. The agency shall provide link of live coverage to the line departments or its nominated agency/offices etc.	The agency shall be well equipped with all the necessary instruments/tools/gadgets etc. for covering the live events. Also, agency shall ensure apt live digital photography and videography of the event, as required for social media/ websites content, including any scanning, processing, refinement etc. or works that may be required.
PRINTING OF COFFEE TABLE BOOK	Printing & Supply of Designing of Coffee Table Book – The scope of work includes collection of images, texts, references, photographs, processing these images for best print quality and Designing of Coffee Table Book. The designer and/or script writer should work and execute the work under the authorized officer of ORMAS to meet the expectations.	Draft proof copy need to be composed by the agency. After finalization of the proof decision will be taken for further printing. Tentative Pages : consisting of around 50-60 pages excluding the cover pages and credentials etc. book in size 10" x 12" Cover : Jacket type cover on hardboard bound, foil stamping and embossing
PRINTING PRODUCT CATELOUGUE	Printing of Product Catalogue with the specifications given below: Paper : 130 GSM best quality wood free matt papers. 3Quantity - 100 copies of each catalogue. The photographs of the products displayed in the exhibition need to be captured and placed in this catalogue with information like specification of the product, its producer, tentative price range etc.	Draft proof copy need to be composed by the agency. After finalization of the proof, decision will be taken for further printing. 60 numbers of Catalogues with the specification given below: Size : 10" x 12" (Portrait) Paper Spec. - 150 GSM + Glazed Cover - Hard Cover with embossing of Logo etc.
SOCIAL MEDIA MANAGEMENT	Creation and promotion of digital content including reels, posters, interviews, stories, etc. Posting of approved content on Facebook, Instagram, X(formerly Twitter) and in various print and electronic media platforms. The Agency shall perform, inter - alia, in consultation with the Authorities, the following tasks: promotional accounts Content Creation and Management of all Social Media handles.	The Agency shall create (as and when may be required) and maintain Social Media Platforms for Content Creation and Management of all Social Media handles and continuously improvise the Social Media promotional Strategy for ORMAS.

SALES ANALYSIS & MIS OF THE EVENT	Key Components and Features: <ul style="list-style-type: none"> • On-site registration • Exhibitor Profile/ Exhibitor portal for managing participation • Stall allotment & floor plan management • Accommodation Allotment & Management • Data Driven Dashboards • Customer Relationship Management • Business Analytics- Sales & consumer Demand • Exhibitor Performance Analytics • Exit/ Relieve Protocol • Exhibitor Feedback and Surveys • Visitor Feedback and Surveys 	Tenderer should prepare an online platform with all the features as mentioned. The required computer, Dashboard Monitor, software, Printer, web cam, Paper, Super speed broadband connection (will be provided by ORMAS Nayagarh), along with operator will be provided by the tenderer for smooth management and report generation. A report containing Exhibition MIS Data along with reports with comprehensive analysis on sales, customer demand,
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QR CODE DISPLAY SYSTEM	QR Code Display to be installed in different places inside the Pallishree Mela Ground. Designing, developing, and implementing a QR code display system for navigation purposes, including: Creating QR codes for each stall or exhibit, Integrating QR codes with a mapping system, Ensuring QR code readability and functionality.	Tenderer will develop the digital backend part and develop the QR code Boards 8 x 3 ft. (frame with vinyl printing) at least 5 places within the premises
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TECHNICAL BID SUBMISSION FORMS

COVERING LETTER

(ON BIDDERS LETTER HEAD)

[Location, Date]

To:

The CDO-cum-EO, Zilla Parishad , Nayagarh

Sub: Selection of Agency for Documentation Work of Zilla Mahostav and Pallishree Mela 2025.

Dear Sir,

I, the undersigned, offer to participate in the selection process for _____ in accordance with your Request for Bid No.: _____, dated _____. We are hereby submitting our Bid, which includes Technical Bid and Financial Bid (separately).

I hereby declare that all the information and statements made in this Technical Bid and Financial Bid are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our Bid. I confirm that this Bid will remain binding upon us and may be accepted by you at any time before the validity of the bid.

I hereby unconditionally undertake to accept all the terms and conditions as stipulated in the TENDER CALL NOTICE document. In case any provision of this TENDER CALL NOTICE are found violated, then your department shall without prejudice to any other right or remedy be at liberty to reject our Bid including forfeiture of the full said earnest money deposit absolutely.

I remain,

Yours faithfully,

Authorized Signatory with Date and Seal:

Name and Designation: _____

Address of the Bidder: _____

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Bidder's Organisation (General Details)

Sl No.	Description	Full Details
1	Name of the Bidder	
2	Address for communication: Tel : Fax: Email id :	
3	Name of the authorized person signing & submitting the bid on behalf of the Bidder: Mobile No. : Email id :	
4	Registration / Incorporation Details Registration No: Date & Year. :	
5	Local office in Odisha If Yes, Please furnish contact details	Yes / No
6	Bid Processing Fee Details	Amount : BC/DD No. : Date: Name of the Bank:
7	PAN Number	
8	Goods and Services Tax Identification Number (GSTIN)	
9	Willing to carry out the assignment as per the scope of work of the TENDER CALL NOTICE	YES
10	Accept all the terms and conditions as specified in the TENDER CALL NOTICE	YES

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

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(BIDDER'S PAST EXPERIENCE DETAILS)

**(List of completed assignments only of similar nature during last 3 years)
(FY 2022-23, 2023-24 & 2024-25)**

Sl. no.	Period	Name of the Assignment with details there of	Name of the Client with complete address	*Contract Value (in INR) and Duration in Month	Date of Award / Commencement of assignment	Date of Completion of assignment	Remarks if any
A	B	C	D	E	F	G	H
1							
2							
3							
4							
5							

Note: Bidders are requested to furnish the list of the assignments undertaken during the last three year as per the above prescribed format only. Information not conforming to the above format will be treated as non-responsive. Copies of the Work order / Contract Document / Completion Certificate from the previous Clients need to be furnished along with the above information

Authorized Signatory [In full initials with Date and Seal]: _____

Communication Address of the Bidder: _____

FORMAT FOR SELF DECLARATION THAT BIDDER IS NOT BLACKLISTED (on the bidder Letter head)

I M/s. , (the name of the Bidder and addresses of the registered office) hereby certify and confirm that we or any of our promoter/s/chief executive officer/ directors/managers are not barred or blacklisted by any government or government instrumentality or public sector in India or in any other jurisdiction to which we or our Affiliates belong or in which we or our Affiliates conduct business from participating in any project or being awarded any contract, either individually or as member of a consortium and no such bar or blacklisting subsists as on the Proposal Due Date.

We further confirm that we are aware our interest for Empanelment on video documentation work of ORMAS would be liable for rejection in case any material misrepresentation is made or discovered with regard to the requirements of this EOI at any stage of selection and/or thereafter during the term of the Contract.

Dated thisDay of, 2025

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

Signature : _____

FINANCIAL BID SUBMISSION FORMS

COVERING LETTER (In Bidders Letter Head)

[Location, Date]

TO:

CDO-cum-EO, Zillaparishad, Nayagarh.

Sub: Submission of Financial Bid for Videography, Photography, Web casting, Social Media , Documentation , Sales analyses service and QR Code Services for Pallishree Mela, Nayagarh 2025.

Sir

I, the undersigned, offer to provide the consulting services for [Insert title of assignment] in accordance with your Request for Bid No. _____, Dated: _____. This amount is exclusive of the taxes applicable as per GST Act. I do hereby undertake that, in the event of acceptance of our bid, the services shall be provided in respect to the terms and conditions as stipulated in the TENDER CALL NOTICE document. Items wise rate as per format given in the TENDER CALL NOTICE documents are given below:

Sl. No.	Item Particulars	Unit	Pallishree Mela & Zilla Mahostav		
			Rate per Unit	Quantity (Package)	Total Amount [In Rs.] Excluding GST
1.	Still Photography, Videography of the entire event	Lump sum		1 Package	
2	Live Webcast, of the entire programme	Lump sum		1 Package	
3	Social Media Management of the entire programme	Lump sum		1 Package	
4	Sales Analysis & MIS of the Event	Lump Sum		1 Package	
5	QR Code Display System	Lump sum		1 Package	
6	Printing of Coffee Table Book (20 Numbers)	Lump sum		1 Package	
7	Printing of Product Catalogue (20 Numbers)	Lump sum		1 Package	
Total Quoted Amount excluding GST					
			Add :-GST (CGST + SGST) – 18%		
Grand Total Quoted Amount including GST					
Rupees in words _____			only including GST.		

I have carefully read and understood the terms and conditions of the TENDER CALL NOTICE and do hereby undertake to provide the service accordingly.

I understand that you are not bound to accept any Bid you receive.

I remain,

Yours faithfully,

Authorized Signatory [In full and initials]:

Name and Designation of Signatory with Date and Seal:

Address of the Bidder:

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