

**EXPRESSION OF INTEREST FOR APPOINTMENT OF A FASHION SHOW MANAGER  
FOR ORGANISING UTKALIKA-NIFT FASHION SHOW ON 18.12.16 DURING 11TH  
TOSHALI NATIONAL CRAFT MELA-2016 AT JANTA MAIDAN, BHUBANESWAR.**  
**No.3091 / Dt.31.10.2016**

**1. ISSUE OF TENDER DOCUMENTS:**

Sealed offers are invited from reputed Fashion Show Managers of National and International Repute having experience and expertise for organizing the **UTKALIKA-NIFT Fashion Show** scheduled to be held on 18.12.2016 during 11th Toshali National Crafts Mela-2016 at Janata Maidan, Bhubaneswar. Detailed tender notice can be had from the office of the Managing Director Odisha State co- operative Handicrafts corporation Ltd' , Bhubaneswar on payment of Rs.1,000/- (Rupees One Thousand) only (Non-Refundable) during working hours. The documents can also be available/ downloaded from the Website [www.utkalika.co.in](http://www.utkalika.co.in) and submitted by due date and time along with the tender paper cost in shape of Bank Draft/Bankers Cheque on any Nationalized/Scheduled Bank drawn in favour of Odisha State co-operative Handicrafts Corporation Ltd, payable at Bhubaneswar. Tenderers are required to deposit Rs.10,000/- (Rupees Ten Thousand) only in the form of Bank Draft/Bankers Cheque on any Nationalized/Scheduled Bank drawn in favour of the Odisha State co-operative Handicrafts corporation Ltd. Bhubaneswar as earnest/security deposit. The Tender should be submitted in two Bids- "**Technical Bid**" and "**Financial Bid**" in separate sealed cover. The Technical Bid must be submitted as per prescribed format accompanied with the Cost to Tender Paper, EMD, Self attested photo copy of Service Tax Registration, self attested photo copy of PAN and Tin along with self attested documents/paper in support of previous experience of at least last 3 years. The financial Bid should be submitted as per prescribe format on lump sum basis for the entire scope of work as per detail Tender Call Notice

**SUBMISSION OF TENDER DOCUMENTS:**

2. The Tender should be submitted/reached in the office of the under signed latest by 5 P.M. on Dt.16.11.2016. The received Tenders after due date and time shall not be entertained at any circumstances. The Technical Bid will be opened in the chamber of the under signed at 3 P.M. on Dt.18.11.2016 in presences of Tenderers or their authorized representatives. The financial Bid in respect of the Tenderers qualified in the Technical Bid will be opened at 3 P.M on Dt.21.11.2016. The under signed reserves the right to accept or reject any or all tenders without assigning any reason thereof.

**3. DURATION OF THE CONTRACT:**

The contract awarded will be valid for the event only to be held on 18.12.2016 at Bhubaneswar.

#### 4. ELIGIBILITY CRITERIA:

The selection Committee shall evaluate the capabilities of the Managers based on their profile and also keeping in view the following eligibility criteria:

- a. The agency should be a professionally competent company/agency having proven experience and ability of handling Fashion show for both private and Public sector organizations (NIFT, NID) for the last 3 years.
- b. The agency should have professionally competent/able-dedicated team of professional personnel for timely execution and organization of the fashion shows. Proof/Certificate of appreciation/ Work completion should be submitted along with the documents
- c. The agency should have relevant licenses/registrations required for the work and other mandatory registrations such as PAN, Tin and Service tax etc. proof for the same may be submitted along with the documents
- d. The agency should not have been debarred or blacklisted by any central government departments, public sector undertakings and state governments. Self undertaking for the same may be enclosed.
- e. Wherever the agency is a consortium of firms or groups of service providers, the above mentioned information must be provided for each member or group.
- f. An earnest money of Rs 10000/- in shape of Demand Draft drawn in favour of *Odisha State co-operative Handicrafts Corporation Ltd.* shall be submitted along with the documents.

#### 5. SCOPE OF WORK/SERVICES:

It is proposed to organize a fashion shows for handlooms and handicrafts with the objective of creating awareness and reach the targeted group of consumers especially the young and niche market in order to tap the market potential for the Handloom products both within and outside the country by showcasing product of Utkalika (Government of Odisha) at Bhubaneswar. The details of scope of work are as follows:

- 5.1. The fashion shows will be organized at Bhubaneswar in an open platform for the public and dignitaries of Govt of Odisha and Govt of India.

#### 5.2. MODEL DETAILS

- 5.2.1. The agency will employ 12 female professional models (class A) and 6 male models for the fashion show. Minimum height of senior models should not be less than 5'8". Agency shall submit a list of models for the event along with the tender. The list must indicate their name, colored photograph/portfolio and other details such as statistics. The models should have done fashion show of National repute prior.

- 5.2.2. The agency shall engage good makeup artist.
- 5.2.3. The agency shall engage male models for corporate wear
- 5.2.4. The agency shall engage a good presentable host.
- 5.2.5. The agency shall provide some professionals to help at backstage.
- 5.2.6. The agency should follow the below sequence

First sequence: Utkalika

Second sequence: NIFT

Third sequence: Utkalika

Total five sequence for Utkalika & three sequences for NIFT.

#### Utkalika Sequence

- Odissi theme saree: Pattachitra painted saree to be displayed
- Odissi casual wear: Applique work on hand woven casuals
- Odissi ceremonial: Festive wear based on Applique & Pattachitra concept
- Odissi Formal: Hand woven Formal wear based on pattachitra
- Tribal inspired collection: Showcasing Tribal jewellery

- 5.2.7. The agency shall provide two backstage managers for models, Professionally competent hair and makeup artists for 24 model faces.
- 5.2.8. The Agency will be responsible for ensuring attendance of models for rehearsal at least 01 day before the event.
- 5.2.9. In case of absence of any model/artist at the last moment, the Agency will be responsible for arranging replacement acceptable to Utkalika at no extra cost. Failure to do so will lead to deduction of 30% of total amount payable to the agency.

#### 5.3 CHOREOGRAPHY:

The agency will employ professionally qualified choreographer having the experience of minimum 5yrs Choreography in organizing event/ Fashion shows at national level. The agency will submit the panel of choreographers proposed for the event along with the tender documents.

- 5.3.1. The agency will submit the back stage design concept and assistance in coordination with Utkalika & NIFT Bhubaneswar for acceptance by the authority.
- 5.3.2. Anchor for the show: Professionally qualified Anchor shall be engaged by the agency for which a panel shall be submitted by the agency along with the tender Document.

- 5.3.4. The Agency shall be responsible for Hairdo and makeup of all the models. Any items/services including manpower for providing such arrangement will be the sole responsibility of the Agency.

PRINTING

Backdrop/ wings/ podium branding etc.  
White vinyl on stage

AUDIO VISUAL SET UP

TWO LED SCREEN IN CENTER MEASURING 10 FEET BY 10 FEET.

High luminous projectors-2nos  
Dv camera set up-1 nos, photographer-1nos.,  
Switcher, DVD player & laptop  
Music & Light designers

- 5.3.5. All arrangements of the crew including boarding/lodging/transport will be the responsibility of the agency. The agency may be required to provide lunch, dinner/high tea, as the case may be, during/after the fashion show to the crew & Models. Utkalika shall not make any payment to them separately.
- 5.3.6. The agency shall arrange/ provide any other item/services as required for the success of the event. Utkalika shall not make any payment separately.
- 5.3.7. The Agency is required to provide two copies of C.D of the video coverage of the event without any modification to Utkalika which shall be the exclusive property of Utkalika.
- 5.3.8. Clear comes and walkies will also be provided by the agency.

6. SELECTION CRITERIA:

For selection of agency, two stage process i.e. technical evaluation and financial evaluation will be followed. Technical evaluation comprises of short-listing of agencies on the basis of their past experience, qualification of key personnel, financial strength of the agency, No. of national(NIFT, NID) organized successfully, Quality of Models, choreographer & Anchor etc., assigning weight ages to each factor. The agencies need to represent a power point presentation in technical bid describing their proposed models for the event, past work experience, events, fashion show done with details of any appreciation & awards received. The agency need to submit a CD stating the details of past work experience & proposed for the event along with bid application.

7. INDEMNITY

The selected agency/organization shall indemnify and hold it harmless from all claims, demands, damages, actions, costs and charges to which Utkalika

may become subject, or which it may have to pay or be held liable therefore, by reason or any injury to persons, reputation or property suffered or sustained by any agency or arising out of any activity or negligence or omission of the agency/organization or its agents or employees while organizing the shows.

## 8. LIMITATION OF LIABILITY

Utkalika shall not be liable for any special or consequential damages that may result from the use of, or the inability to use, the materials on the site or the performance of the products, even if the show Organizers has been advised of the possibility of such damages. Applicable law may not allow the limitation of exclusion of liability or incidental or consequential damages, so the above limitation or exclusion may not apply to you.

## 9. FORCE MAJEURE

- a) **Definition:** For the purpose of this contract “Force Majeure” means an event which is beyond the reasonable control of a party, and which makes a party’s performance of its obligations under the contract impossible or so impractical as to be considered impossible or so impractical as to be considered impossible under the circumstances.
- b) **Breach of contract:** The failure of the agency to fulfill any of its obligations under the contract shall not be considered to be a breach of or default under this contract in so far as such inability arises from an event of Force Majeure, provided that the agency affected by such an event(a) has taken all precautions, due care and reasonable alternative measures in order to carry out the terms and conditions of the contract, and (b) has informed the other party as soon as possible about the occurrence of such an event.
- c) Intellectual property associated with the product/services will have to be assigned in favour of Utkalika. The Agency should not utilize/sell/rent to any 3<sup>rd</sup> party for use of the photographs/video/electronic medium coverage without prior permission of Utkalika in writing. The entire event, photography/video shall be the property of Utkalika.

## 10. PAYMENTS:

Full payment shall be made after the completion of the event and on submission of bills with two copies of video footage/photographs. Tax as applicable will be deducted at source before final payment.

11. Any assets purchased for the above event or during the above event i.e. directly or indirectly associated with the event including the costumes will be the property of Utkalika and will be handed over to Utkalika after completion of event.

12. **JURISDICTION:**

In case of any dispute and difference the matter shall be referred to Managing Director, Utkalika whose decision shall be final. Managing Director, Utkalika reserves the right to terminate the selection of any agency/agencies in case of unsatisfactory services or change in Government Policy.

Sd/-  
Managing Director  
Odisha State co-operative Handicrafts Corporation Ltd  
Bhubaneswar.

Issued to M/s \_\_\_\_\_ against Money  
Receipt No. \_\_\_\_\_ Dt. \_\_\_\_\_.

Cashier

**TECHNICAL BID**

| Sl. No. | <b><u>Information Desired</u></b>                    | <b><u>Information submitted by the Applicant</u></b> |
|---------|--|--|
| 1.      | Name of the Applicant firm                           |  |
| 2.      | Qualification of applicant                           |  |
| 3.      | Address of the firm                                  |  |
| 4.      | Telephone No.<br>a) Telephone<br>b) Mobile<br>c) Fax |  |
| 5.      | E-mail ID if any                                     |  |

|            |   |         |         |
|------------|---|---------|---------|
| <b>6.</b>  | Date of establishment   |         |         |
| <b>7.</b>  | Details of branches including addresses telephonic contact no.  |         |         |
| <b>8.</b>  | Type of firm (proprietorship, partnership or company registered under company act)                                  |         |         |
| <b>9.</b>  | PAN No. (Enclose copy)  |         |         |
| <b>10.</b> | Tin No. (Enclose copy)  |         |         |
| <b>11.</b> | Service tax registration No. (enclose copy)   |         |         |
| <b>12.</b> | Professional setup<br>a) Machinery<br>b) Staff<br>c) Editorial Staff<br>d) Designers<br>e) Others<br>(Enclose list) |         |         |
| <b>13.</b> | Experience details (Enclose copies)   |         |         |
| <b>14.</b> | Details of turnover during last 2 years.  | 2014-15 | 2015-16 |
|            |   |         |         |
| <b>15.</b> | Awards of Excellence in the field   |         |         |

|     |  |  |
|-----|--|--|
| 16. | Enclose name of Models with other details (Yes/No)         |  |
| 17. | Enclose name of Choreographers with other details (Yes/No) |  |
| 18. | Enclose name of Anchors with Other details (Yes/No)        |  |
| 19. | Any other information                                      |  |

Signature of Tenderer

Sd/-  
Managing Director  
Odisha State co-operative Handicrafts Corporation Ltd  
Bhubaneswar.

**PRICE BID**

“I/we ( \_\_\_\_\_ ) on behalf of M/s \_\_\_\_\_  
\_\_\_\_\_ hereby undertake to provide resources for Fashion show-2016  
Including Models, Materials & Services for an amount of Rs. \_\_\_\_\_ (in words  
rupees \_\_\_\_\_) as specifies in  
The Tender Document.

The above quoted amount is inclusive of and in accordance with all the statutory liability, service Charges, Administrative Charges, Service Tax etc. as applicable.

\_\_\_\_\_  
Signature of the tenderer/authorized  
Signatory with seal



## **UNDERTAKING**

I/we hereby undertake that the terms and condition spelt out in the Tender documents have been read & understood fully and agreed to abide by the same and shall be liable for any violation. The decision of Managing Director, Utkalika in this regard will be final and binding.

**Signature:**

**Name of the authorized signatory:**

**Name of the company/firm:**

**Seal of the company/firm:**

**Contact No:**

Signature of tenderer with seal

Sd/-  
Managing Director  
Odisha State co-operative Handicrafts Corporation Ltd  
Bhubaneswar.