

OFFICE OF THE DISTRICT MAGISTRATE & COLLECTOR, BOUDH  
DEPARTMENT OF MISSION SHAKTI, BOUDH

Letter No.: - 81 /

Date: 13 .02 .2026

**SHORT TENDER CALL NOTICE**

Sealed Tenders are invited in the prescribed format from Agencies/ Printing Firms for Printing and IEC Activities of District Level Subhadra Shakti Mela-2026 as per the specifications provided below. The event is scheduled to be organised at Kacheri Padia, Boudh in **1<sup>st</sup> week of March 2026**. The detailed Tender Paper along with terms & conditions can be downloaded from the website <https://boudh.odisha.gov.in>. The Tender paper completed in all respect must be in sealed cover and superscripted as **"Tender for Printing and IEC Activities of District Level Subhadra Shakti Mela-2026"**.

The sealed Tender completed in all respect addressed to the **"District Social Welfare Officer, Boudh (Mission Shakti), Collectorate Building, Boudh - 762014"** should reach by General Post or Speed Post/ Courier/ by hand on or before **20.02.2026 at 12.30 PM** and will be opened in the same day at **4.00 PM** at the office chamber of the undersigned in presence of the Bidders or their authorized representatives. The Tender received after due date and time will not be considered.

The undersigned reserves the right to accept/ reject/ modify/ cancel any or entire Tender(s) at any stage without assigning any reason thereof.

✓ Addl. District Magistrate  
Boudh

Memo No 82 // ORMAS, Dated 13.02.2026

Copy to the DeGM, Boudh for information with a request to hoist the Bid Document in District Portal for wide publicity.

Copy to the DI & PRO, Boudh for information and necessary action with a request to affix the above Tender Call Notice in their office Notice Board for wide publicity.

Copy to the PA to collector for kind information of the Collector, Boudh.

Copy to the Notice Board of Collectorate, Boudh

✓ Addl. District Magistrate  
Boudh

## Terms of Reference for Printing and IEC Activities:

### **A. ABOUT THE EVENT:- DISTRICT LEVEL SUBHADRA SHAKTI MELA– 2026:**

District Level Subhadra Shakti Mela is scheduled to be organized at Kacheri Padia, Boudh in **1<sup>st</sup> week of March 2026** to provide a suitable platform to WSHGs/ Rural Producers/ Artisans to showcase their skills and products for selling in urban area, interact with urban consumers with their choices and preferences and also find out trade link with urban market, exchange of Technology which will certainly help them in getting financially worthwhile for their produce.

### **B. Terms & Conditions:**

#### **Advertising & Publicity Works to be done in DISTRICT LEVEL SUBHADRA SHAKTI MELA-2026**

The detail works to be done is given hereunder:

**Publicity:** Publicity of the event should be made by Branding of **Subhadra Shakti**, Boudh through Road Shows (Hoardings, Road standee & Auto rickshaw branding), Print Media News coverage/Press release in Newspaper, and Electronic Media TV Channels & FMs Coverage.

*Details of the Advertisement & Publicity works are given below:*

<b>Sl.</b>	<b>Specifications</b>	<b>Quantity (Pcs./ Package)</b>
<b>A</b>	<b>Publicity:</b>	
1	Hoardings – (10 ft X 12 ft each) - Printing and installation with flex in iron frame and bamboo at different place in Boudh (design will be provided by MISSION SHAKTI, Boudh)	20 pcs.
2	Road standee- Printing with installation-(3ft X6ft each) (design will be provided by MISSION SHAKTI)	50 pcs.
3	Auto Rickshaw branding through sticking of 3X2 ft size of Eco-solvent Poster along with fixation on Auto Rickshaw (design will be provided by MISSION SHAKTI).	50 Pcs.

- **CCTV:** Thirty (30) numbers of CCTV to be installed in the complete mela ground to keep a watch on the visitor /participants. The cable to be laid for the CCTV installation in the Mela Ground and one CCTV operator Call Notice has to be remain present during the Mela Period. The numbers may vary depending on the requirement and decision of the mela authority
- **LED Panel (8 ft. X 6 ft.) along with operator: - 2 nos. of LED Panel along with riser to be installed in two locations in the mela ground.** More numbers may be put in the Mela ground with the approval of the concerned mela authority.
- **Plasma TV:**Two Plasma TV to be installed (one near stage and one in the control room).
- **Photography & Videography of the SUBHADRA SHAKTI MELA-2026** will be done for better and high quality photos & video to be used in the events/ workshops/ coffee table books/ social media etc.
- **Still Photography:-** 2 nos. of Sony A7Riv/ Nikon z6/ Nikon z9 type of mirror less high-end cameras should be used for photography. The photo should be of excellent quality, so that it can be used, for documentation purpose.

#### **Job Responsibility for photography:-**

- The still photographs of each day event activities as well as regular happenings of **Subhadra Shakti Mela** should be captured without missing.
- (The still photographs should cover all aspects of Inaugural & Validation function, Gate & Stage, Mela Advertising & Publicity Workshops, Interaction with customers/sellers/

officials, Product Photographs, Cultural Programmes, live demonstration, Success Stories, etc.)

- 10 best photos of each day including event activities will be shared by the agency to the MISSION SHAKTI Boudh team by 10 PM of the same day positively for Social Media posting.
- For photography during night, the agency should use proper light and required equipment's for best quality images.
- A set of 200 nos. of best high-resolution photographs of the entire event should be captured and submitted to MISSION SHAKTI team for the publication of Subhadra Shakti Mela Coffee Table Book within 3-4 days of the closing of the event. The photos should be of thematic wise starting from Inaugural Sessions of the event to the closing ceremony. A two member team of MISSION SHAKTI will coordinate with the agency for the specific assignment.
- Drone must be used for taking the aerial view of the mela ground during visitors rush in day time and few shots of the night
- Live telecast of stage programme along with ground programmes if any need to be displayed in LED Panel.

### **Videography:**

- 2 nos. of 4K High Definition Video (HDV) Camera should be used for videography for the entire event. Tripod, cordless lapel mic for interview and lights should be used for the videography work.
  - A short film of the entire Subhadra Shakti Mela of 15 minutes duration should be made after the completion of the program. Similarly, another short film of 3-4 minutes duration will also be made for social media and in house exhibition purpose.
  - The film should include shots of the program and bytes of guests, visitors, customers, participants and Collector & DM, Boudh.
  - For videography during night, the agency should use proper light and required equipment's for taking interview/bytes.
  - Proper voice over, background music etc. must be used while making the short films.
  - 10 best case study teasers of 2 minutes duration each of special stalls on the basis of unique products, sale, branding and publicity etc. should be prepared by the agency which must include shots of the stall, sale activities, display, bytes of seller and customers.
  - Necessary suggestions and permission should be taken before the shooting of the case study teasers from the concerned officials of MISSION SHAKTI, Boudh.
  - The short film of mela should be submitted in MISSION SHAKTI Boudh office within 10 days of the completion of the event .
1. The text of the materials will be provided well in advance of commencement of the exhibition. It is the responsibility of the firm to provide print materials in time as per the specification with accuracy.
  2. Sanctions of any advance will not be considered. The payment will be made after completion of event.
  3. The rate offered by the firm shall be inclusive of all taxes and duties as applicable.
  4. For printing of additional quantity of any item, proportionate rate will be paid.
  5. The required number of materials to be handed over to the undersigned within two days of placing the order.
  6. Any legal dispute arising out of this is subject to Boudh district jurisdiction only.
  7. **While submitting the Quotation, the followings documents should be enclosed:**
    - i. Copy of Goods & Services Identification Number (GSTIN) & latest deposit Chalan.
    - ii. Copy of work orders / experience certificate for similar nature of works (maximum 5 nos) of last two Financial Years.

- iii. Copy of Registration Certificate of the Agency/ Firm.

**EVALUATION FORMAT**

**Quotation for IEC Activities for District Level Subhadra Shakti Mela - 2026**

*(Last date for submission of duly filled in Quotation Paper – 20.02.2026 at 12.30 PM)*

Name of the Agency/ Firm/ Printing Press	
Registration No.	
Address	
Contact Person with Mobile No.	
GSTIN Registration No.	
PAN No.	
Working experience related to Service	Yes/ No

**DECLARATION**

I/We hereby declare that all the statements made in this application are true, complete and correct to the best of my knowledge and belief. I understand that in the event of any information being found false or incorrect or any other figure inflated or misleading at any stage or I am/ we are not satisfying the eligibility criteria prescribed in the relative notice, my bid is liable to be cancelled. I am/ we are willing to abide by the terms and conditions laid in the document. In case of any lapse on my/our part which may affect the performance of the job or the quality of the work is found substandard or the service or response is found poor, proportionate value may be deducted from my bills as deemed to be proper by the competent authority.

Place:

Date

***Signature of the Bidder with seal***

**FINANCIAL BID FOR DIFFERENT WORKS FOR IEC ACTIVITIES**

(to be submitted by the Bidder in a separate envelop without any overwriting)

**I / We do submit herewith item wise quotation below for Printing and IEC materials for District Level Subhadra Shakti Mela 2026 inclusive of all Taxes.**

Sl.	Particulars	Specification	Approx. Quantity	Quoted Price in Rs. (in figure & words)
1	Hoarding	Different Size of multi Coloured Banner, Hoarding as per requirement. (Price to be quoted per piece)	20 Nos.	
2	Road Standee	Size- 3'X6' (Price to be quoted per piece)	50 Nos.	
3	Poster	Size- 4'X2'6" (Price to be quoted per piece)	50 Nos.	
4	Pole Kiosk	Size- 4'X2'6" (Price to be quoted per piece)	150 nos	
5	Mobility Van with Branding	Designing and Branding of the Van, Installation of Sound system in the Van for announcement (Price to be quoted one Van per day)	1 nos/ per day	
6	LED Wall with Genset	Size- 12' X 08' & Installation at Venue (Price to be quoted one LED Screen per day)	1 nos/ per day	
7	Selfie Point	Designing and installation of one Selfie in the exhibition ground	1 No.	
6	Photography	Still Photography with Camera Man for 5 days- designing and printing of one Photo Album (12"X18") containing 20 Sheet of best 200 selected Photos covering the entire event.	1 No.	
7	Videography	Video documentation of District Level Subhadra Shakti Mela- 1 No. HD Video Camera & 1 No. Drone Camera with Camera Man. 3 to 4 nos. short videos of 1 <sup>st</sup> & 2 <sup>nd</sup> day for publicity in Social Media. 1 No. edited video output (5 to 10 min.) in full HD resolution with background music covering entire event.	1 package	
8	Identity Card	Identity Card for participants- Size B3 Plastic Cover with multi colour paper printed card. (Price to be quoted per piece)	300 Nos.	

10	Certificate	Certificate for participants- A4 size 300GSM Art Paper with multi colour printing. (Price to be quoted per piece)	120 Nos.	
11	Mementos	Mementos (size 12"X 10") with printed sticker (Price to be quoted per piece)	As per requirement	

***Signature of the Bidder with seal***