



**Startup
Odisha**

ସ୍ଟାର୍ଟଅପ ଓଡ଼ିଶା
A Startup, Innovation & Entrepreneurship Promotion Organization
under MS & ME Department, Government of Odisha

Ref.No.: SO/V/2023-24/260/2044

Date: 16-08-23

CORRIGENDUM/CLARIFICATION- 1

Referring to RFP (Ref. No.: SO/V/2023–24/286/2021), dated 08-08-2023, issued for Selection of Event Management Agency for Organizing Startup Odisha Yatra – 23 and Startup Odisha Xpress – 23, the following clarification is hereby being notified and may be considered by potential bidders:

Sl. No.	Existing Clause / Queries	Amendment/Clarification
1	<p>Clause 3.4.1 (Sub Clause: D) Pg: 12 PR Management The agency shall provide the following PR Related work: a. Create Theme Songs both audio and video for Startup Odisha Yatra and Startup Odisha Express Please let us know about the kind of visuals are expected to enhance the song message in the video and what is the preference of the singers for the theme song or if any specific message needs to be broadcasted</p>	<p>Startup Odisha doesn't have any preference of singers. The agency may refer different theme songs of other Government Departments for reference.</p>
2	<p>PR Management Pg: 13 Promotion of Startup Odisha Yatra and Startup Odisha Xpress through Bill Boards/Hoardings preferably 15' X 20' in minimum 6 Cities of Odisha (preferably Bhubaneswar, Sambalpur, Berhampur, Balasore, Koraput, Rourkela, etc) for a period of minimum One month. Please let us know about the placement for the hoardings, needs to be on permanent structure (available on rent) or Temporary structure.</p>	<p>The hoardings/Billboards should be placed in conspicuous location of the town on permanent structures. The bidder has to take necessary permission from the competent authority and place the hoardings/Billboards accordingly.</p>

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3	<p>Clause: h Pg: 14</p> <p>Designing and fabrication of Startup Odisha Yatra Vans The agency needs to arrange and fabricate 4 vehicles (eg: E2O -14 Feet truck) with Startup Odisha Branding which will visit 200 institutes in 30 districts of Odisha and will be equipped with following: Both side LED Screen (Min 8'X12') on each Van with Audio system including 2 Wireless Mic (Standard Specification) Sound system Bose/JBL/Yamaha etc on each Van Fabrication of the van (As per the requirement) Silent Genset (Standard Specification)- 1 on each Van.</p> <p>What about the weather conditions?</p>	<p>The design of the van should be made keeping the weather conditions into account.</p>
4	<p>Clause: i Pg: 14</p> <p>i) Conduct van campaign for Startup Odisha Yatra 2023 and Startup Odisha Express 2023 The agency has to assist Startup Odisha conduct van campaign in 30 districts of Odisha. The vans will cover 200 institutes (List of Institutes will be provided by Startup Odisha) in 30 districts of Odisha within 60 days from the date of inauguration Ceremony of Startup Odisha yatra 2023. Agency has to provide the following components to cover the entire van campaign. Who will provide List of Educational Institutes?</p>	<p>Startup Odisha shall provide list of Educational Institutes. The Agency has to coordinate with the concerned Institute.</p>

5	<p>Clause: g Pg: 13 Organize Inaugural Ceremonies for Startup Odisha yatra 2023 and Startup Odisha Xpress.</p> <p>Please let us know the venue details?</p>	<p>Venue for the Inaugural ceremony will be intimated to the selected agency after finalisation.</p>
6	<p>Clause: i Pg: 14 Registration of participants at idea pitching session during van campaign</p> <p>How will the ideas be recorded?</p>	<p>The Ideas shall be recorded with the help of an Application which is being developed by Startup Odisha</p>
7	<p>Timeline of Yatra and Xpress</p>	<p>Startup Odisha Yatra 2023 and Startup Odisha Xpress 2023 will be launched tentatively on last week of August</p>
8	<p>Ambulance service on grand finale</p>	<p>Agency has to provide Ambulance service on the day of Grand Finale to avoid any unforeseen situation.</p>

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Chief Administrative Officer