

FILE NO.WCD-COOD-MISC-0002-2024/ 323 /WCD Dt:03.01.2026

TENDER DOCUMENT

FOR

**SELECTION OF AN AGENCY/FIRM FOR ORGANIZING TABLEAU DISPLAY IN STATE
LEVEL REPUBLIC DAY PARADE-2026**

LAST DATE OF RECEIPT OF TENDER: 12/01/2026 up to 4:00PM

OPENING OF TENDER: 13/01/2026 AT 11.30AM

Additional Secretary to Government, IEC

Department of Women and Child Development,

Government of Odisha

Lokaseva Bhavan, Bhubaneswar, Odisha-751001

Website: <https://wcd.odisha.gov.in/>

Email: wcdiec@gmail.com

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1. INTRODUCTION

1.1. Background

- a) Department of Women & Child Development (DWCD) plays a pivotal role in formulating and implementing various programs aimed at enhancing the welfare of women and children. The initiatives undertaken by the department aims at addressing key issues such as health, nutrition, education, safety, security and empowerment towards beneficiaries like children, adolescent girls & pregnant women and lactating mothers.
- b) The department intends to organize Tableau display to showcase the achievements of W&CD Department, especially the in women empowerment schemes in the forthcoming State Level Republic Day Parade to be held on 26.01.2026 at Mahatma Gandhi Marg, Bhubaneswar.

1.2. Instructions to the applicants

- a) Agencies/ Firms are hereby invited to submit their bid for organizing Tableau display in the forthcoming State Level Republic Day Parade to be held on 26.01.2026 at Mahatma Gandhi Marg, Bhubaneswar.
- b) To obtain first-hand information on the assignment, if needed, the agency may visit, WEA Section of W&CD Department at Lokaseva Bhavan, Bhubaneswar.
- c) DWCD is not bound to accept any of the proposals submitted and may reject all the proposals without assigning any reasons thereof.
- d) All material would remain confidential until it is placed in the public domain.

1.3. Consortium

- a) Keeping in view the Scope of Work, Consortiums / Joint Ventures are not allowed and shall be summarily rejected.

1.4. Documents

- a) The Tender document shall be available from the advertisement date till the bid due date on the website <https://wcd.odisha.gov.in/>
- b) Bidders are advised to submit their proposal in the appropriate formats specified in this document.
- c) At any time before the submission of proposals, DWCD may, for any reasons, whether at its own initiative or in response to a clarification requested by an Agency/Firm, modify the document by amendment. The amendment will be notified and revised documents / clarification, if any, shall also be uploaded on the website only.

1.5. Communications

- a) All communications including the submission of Proposal should be addressed to:

Additional Secretary, IEC, Department of Women and Child Development, Lokaseva Bhavan,
Bhubaneswar-751001

1.6. Schedule of Selection Process

- a) DWCD shall endeavor to adhere to the following schedule:

Sl. No.	Event Description	Date
1	Issue of Tender Notice	03/01/2026
2	Proposal submission date	12/01/2026 up to 04:00 PM
3	Opening of Technical Proposals	13/01/2026 at 11:30 AM
4	Presentation by pre-qualified bidders based on eligibility criteria	15/01/2025 at 11:30 AM
5	Opening of Financial bid	15/01/2026 at 03:30 PM

1.7. Scope of Work

- a) The theme of the Tableau would be “Women Empowerment” (on schemes such as Mukhya Mantri Kanya Bibah Yojana, Advika, Women Helpline, One Stop Centre, Posh Act, Nari Adalat and other GoI schemes) which will be mounted on a vehicle. The standard size of the Tableau would be length - 20 ft., Width- 8ft and height from ground level should be 16 ft. The vehicle is to be appropriately designed with flex and other suitable medium like plaster of paris, foam, fiber glass etc. depicting the entire gamut of activities and initiatives being undertaken by the department with central focus on “Women Empowerment” with provision of suitable live demonstration. Voice recording about the schemes of the department is to be provided. The arrangement and lay out is to be designed to portray the theme in appropriate manner. **The scope of work given is indicative only and the DWCD would expect a lot of content-curation from the intending bidders.**

1.8. Preparation and Submission of Proposal

- a) The Bidders should submit their proposals in two packets in the following manner:
- i) Technical Proposal: (Marked “Technical Proposal for Hiring an Agency/Firm for organizing Tableau display in the forthcoming State Level Republic Day Parade to be held on 26.01.2026 at Mahatma Gandhi Marg, Bhubaneswar” at the top of the envelope) should contain all the detail sought by DWCD.

- ii) Financial Proposal: (Marked “Financial Proposal for Hiring an Agency/Firm for organizing Tableau display in the forthcoming State Level Republic Day Parade to be held on 26.01.2026 at Mahatma Gandhi Marg, Bhubaneswar” at the top of the envelope) should contain the commercial proposal as per prescribed format at Annexure B-2.
- iii) Both the envelopes shall be placed in an outer sealed cover marked as “Proposal for Hiring an Agency/Firm for organizing Tableau display in the forthcoming State Level Republic Day Parade to be held on 26.01.2026 at Mahatma Gandhi Marg, Bhubaneswar”.
- b) The Bidders are advised in their own interest to ensure that completed Proposal reaches the office of DWCD at the address mentioned well before the dates stipulated in the document.
- c) Proposals should be submitted through Speed Post / Registered Post / Courier/ designated tender drop box for Tableau (at Lokaseva Bhavan, Bhubaneswar) only.
- d) Proposals submitted through Telex / Telegraphic / Fax / email will not be considered and summarily rejected.
- e) DWCD will not be responsible for loss of Proposal or for delay in transit.
- f) Proposals for both the stages shall be submitted in prescribed Performa along with other documents and placed in sealed cover addressed to Additional Secretary, IEC, Department of Women and Child Development.
- g) Bidders are requested to submit the proposals as per the attached formats only. The proposals, which are not submitted in the required format, are liable to be rejected by DWCD.
- h) The requirements of information to be provided by the Bidders including Technical and Financial Proposals are to be furnished in the formats as mentioned in Section-3 (Checklist for submission) of this document. Bidders are requested to go through the Tender document carefully before preparing and submitting their proposal.
- i) The Bidders may be disqualified, if complete information sought in the Tender Document is not provided.
- j) Any proposals containing vague and indefinite expressions will not be considered.

1.9. Bid Processing Fees

- a) All bidders are required to pay Rs. 1000.00 (Rupees One Thousand only) including GST towards Bid Processing Fee in the form of Demand Draft drawn in favor of Department of Women and Child Development, Odisha and payable at Bhubaneswar. The Bid Processing Fee is Non-Refundable and is payable along-with the technical proposal.

1.10. Earnest Money Deposit (EMD)

- a) All bidders are required to pay EMD of Rs.5,000.00 (Rupees Five Thousand only) including GST in the form of Demand Draft drawn in favor of Department of Women and Child Development, Odisha and payable at Bhubaneswar. EMD is refundable. However, agencies/firms registered as MSME are exempted from deposition of EMD.

1.11. Maximum Budget: - W&CD department intended to keep the work order value at a maximum of Rs. 10 Lakh inclusive of all taxes.

2. Information to the Bidder

2.1. Pre-Qualification/Eligibility Criteria:

Bidders must confirm to the eligibility criteria given below and to this effect must produce the required supportive documents/information as indicated against each as part of their technical proposal:

Sl. No.	Eligibility Criteria	Supporting Documents Required
1	Single Entity legally registered under appropriate authority in India. Consortium or Joint Venture is not allowed. The Bidder must be a company as registered under Indian Companies Act, 1956/2013 or a Society registered under the Societies Registration Act, 1860 or a Trust registered under the Indian Trusts Act, 1882 or a Partnership Firm registered under the Indian Partnership Act, 1932 or a Limited Liabilities Act, 2008 or Proprietorship Firm.	Copy of Certificate of Incorporation/ Registration of the Bidder
2	The Bidder should have a minimum average annual turnover of Rs.50 lakhs in previous three financial years up to year ending FY 2024-2025	Certificate from statutory auditor/audited financial statements for previous three Financial Years
3	The Bidder should have positive net worth in the last financial year (FY 2024-25)	Certificate from a Chartered Accountant
4	The Bidder should have an experience of providing Event Management services to any Central/State Government Department/PSU in India with minimum contract value of Rs.20 lakh excluding taxes.	Work Order/LOA (Contract Value & Scope of work to be mentioned) & Completion Certificate/Certificate from Statutory auditor
5	Bidders participating in the tender must be registered under Odisha GST (OGST) Act	Copy of the OGST IN

6	Bidder must have registered office in Odisha	Copy of electricity bill/telephone bill/ rent agreement
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2.2. Evaluation of Proposal:

A three-stage process will be adopted as explained below for evaluation of the proposals:

(a) Preliminary Evaluation (1st Stage): Preliminary Evaluation of the proposals will be done to determine whether the proposals are in order & complete and the requisite documents have been properly furnished by the bidder or not. **Submission of following documents/ information will be verified:**

- i. Filled in Bid Submission Check list in Original
- ii. Covering letter on bidder's letterhead requesting to participate in the selection process.
- iii. Bid processing Fee & Earnest Money Deposit (EMD) as applicable.
- iv. Copy of Certificate of Incorporation/registration
- v. Copy of PAN
- vi. Copy of Goods & Services Tax Identification Number (GST IN)
- vii. Copies of IT Return for the last three financial years (2022-23, 2023-24, 2024-25)
- viii. General Details of the Bidder
- ix. Financial Details of the bidder along with all supportive documents as applicable duly signed as per the instruction.
- x. Power of attorney in favour of the person signing the bid on behalf of the bidder.
- xi. List of completed assignments of similar nature (Past Experience Details) along with copies of contracts/ work orders/ completion certificate from previous clients.
- xii. Undertaking for not having been blacklisted by any Central/State Govt./ Autonomous Bodies/ International & National Organisation in last 5 years.

Any deviation from the prescribed procedures/formats/conditions/requirements shall result in outright rejection of the proposal. Bids with conditional offer shall be outrightly rejected. All the pages of the proposal must have to be signed with seal by the authorized representation of the bidder.

(b) Technical Evaluation (2nd Stage):

(i) Technical proposal will be opened and evaluated for those bidders who qualify the preliminary evaluation stage. Bidders will make a presentation before the Client during the technical evaluation stage. The objective of the presentation is to enable the bidders about their understanding and preparedness for the proposed assignment.

(ii) Technical proposal evaluation shall be carried out in a 100-mark scale (Technical Score) based on their credentials submitted with respect to relevant past project experience.

(iii) The bidder whose technical proposal secures a score above the minimum qualifying mark of 70 out of 100 in the technical evaluation stage will be technically qualified for opening of the financial proposal.

(iv) Evaluation Credentials of the firm shall be done as per the following system:

Sl. No.	Criteria	Max Marks	Document/Evidence Required
1	Average annual Turnover in previous three Financial Years: Up to Rs.50 lakh- 2 marks Rs.50 lakhs to Rs. 1 Crore – additional 3 marks More than Rs. 1 Crore- additional 5 marks Maximum- 10 marks	10	Certificate from statutory auditor/audited financial statements for the previous three financial years
2	Past Experience: The Bidder must have experience of at least 3 "similar events" (Completed or ongoing) with contract value of the project being not less than Rs.20 lakhs during last 3 years (FY , 2022-23, 2023-24, 2024-25) under Central/State Govt/Autonomous bodies/PSUs - 3 assignments: 15 marks - Extra weightage for Tableau Design and execution 1 nos.- 5 marks	20	Work Order/LoA (Contract value and Scope of work to be mentioned)/ Completion Certificate
3	Technical Presentation	70	Technical Presentation
	Understanding the Scope of work - 20 marks		
	Approach and Methodology - 20 marks		
	work plan and roadmap for the deliverables - 15 marks		
	Demonstration of few presentations (in 3D format)- 15 marks		
	Total	100	

(c) Financial Evaluation (3rd Stage):

(i) Financial proposal will be opened and evaluated for those bidders who qualify the Technical Evaluation stage. Format for covering letter of Financial Proposal is enclosed at Annexure B-1. Format for Financial Proposal is enclosed at Annexure B-2.

(ii) The financial proposal should include remuneration for staff, accommodation, transportation and equipment, printing of documents and all other expenses related to the assignment for all activities for the projects.

(iii) In the Financial Proposal, the Agency shall quote an item-wise tentative cost for all elements in the scope. However, the Total Amount quoted by the Agency shall be considered for financial evaluation. All costs must be expressed in Indian rupees only.

(iv) The financial proposal of those bidders shortlisted by the Technical Evaluation Committee shall be opened and evaluated in presence of such bidders. Financial proposals shall be evaluated in the following manner. The score shall be computed as follows:

Financial Score: The lowest financial proposal (FM) will be given a financial score of 100 points. The financial scores of other proposals will be computed as follows:

$$FS = 100 \times FM/F1$$

(F1 = amount of Financial Proposal as proposed by the Bidder for the assignment)

2.3. Evaluation Process:

Quality and Cost Based Selection (QCBS) method will be followed during the overall selection process. Based on the evaluation of technical proposal, the technically qualified bidders shall be ranked highest to lowest Technical Score (TS) in accordance to the marks obtained during the technical evaluation stage. There shall be 70% weightage to technical score and 30% weightage to financial score.

The individual bidder's financial score (FS) will be evaluated as per the formula given below:

$$FS = 100 \times FM/F1 \text{ (rounded off to 2 decimal places)}$$

Where, FS= Normalized Financial Score of the bidder under consideration

FM= Minimum Financial quote among the technically qualified bidders

F1= Financial quote of the bidder under consideration

$$\text{Combined Score (S)} = TS*0.7 + FS*0.3$$

Where TS= Technical Score secured by the bidder

The bidder securing the highest Combined score (S) will be awarded the contract observing due procedure.

3. Checklist for Submission

A	Technical Proposal	Format
1	Covering Letter (Technical Proposal)	Annexure A-1
2	Bid Processing Fee (non-refundable)	Form of Demand draft
3	EMD (refundable)	Form of Demand draft
4	Particulars of Bidder	Annexure A-2
5	Annual Turnover Statement of the Bidder	Annexure A-3
6	Details of experience in similar assignments (separately for Marketing & Promotion activities and Event Management)	Annexure A-4
7	Approach, Methodology and Work Plan	Annexure A-5
B	Financial Proposal	Format
1	Covering Letter (Financial Proposal)	Annexure B-1
2	Financial Proposal	Annexure B-2

4. ANNEXURES – FORMATS

ANNEXURE A-1

Letter of Technical Proposal

To

Additional Secretary,IEC,

Department of Women and Child Development,

Government of Odisha

Lokaseva Bhavan, Bhubaneswar, Odisha 751001

Sub: “Proposal for Hiring an Agency/Firm for organizing Tableau display in the forthcoming State Level Republic Day Parade to be held on 26.01.2026 at Mahatma Gandhi Marg, Bhubaneswar”.

Regarding: Technical Proposal

Dear Madam/Sir,

With reference to the TENDER dated _____ for the above captioned project, and clarification issued by DWCD, Odisha thereof, I _____, having examined all relevant documents and understood their contents, hereby submit our Proposal for selection as Agency for Hiring an Agency/Firm for organizing Tableau display in the forthcoming State Level Republic Day Parade to be held on 26.01.2026 at Mahatma Gandhi Marg, Bhubaneswar. The proposal is unconditional and unqualified.

1. All information provided in the Proposal and in the Appendices is true and correct and all documents accompanying such Proposal are true copies of their respective originals.
2. This statement is made for the express purpose of appointment as the Agency for the aforesaid Project.
3. I shall make available to DWCD any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
4. I acknowledge the right of the DWCD to reject our application without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
5. I certify that in the last five years, we or any of our Associates have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Bidder, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.

I declare that:

- a. I have examined and have no reservations to the TENDER Documents, including any Addendum issued by the DWCD;
- b. I have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, in respect of any tender or request for proposal issued by or any agreement entered into with the DWCD or any other public sector enterprise or any government, Central or State; and
- c. I hereby certify that we have taken steps to ensure that, no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.
- d. I understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the Agency, without incurring any liability to the Bidders.
- e. If our Firm is qualified on the basis of minimum eligibility criteria, we shall make a presentation on Approach & Methodology and work plan to DWCD on the date specified in the intimation received from DWCD.
- f. The undersigned is authorized to sign the documents being submitted through this TENDER. (A copy of Power of Attorney may be enclosed).
- g. In the event our firm is selected as the Agency for this project we shall enter into a contract with DWCD.
- h. I understand that the quantity of items is only an estimate and may increase / decrease as per the requirements subsequently.
- i. The Financial Proposal is being submitted in a separate cover. This Technical Proposal read with the Financial Proposal shall constitute the Application which shall be binding on us.
- j. The information provided herewith is true and correct to our best knowledge. If any discrepancies are found in the information provided or if the information provided is not correct, our firm would be fully responsible for that. We understand in such cases our bids are liable to be rejected.

Yours faithfully,

(Signature, name and designation of the authorized signatory)

(Seal of the Bidder)

Power of Attorney (Sample)

Know all men by these presents, we, (name of firm and address of the registered office) do hereby constitute, nominate, appoint and authorize Mr. / Ms. son/daughter/wife and presently residing at, who is presently employed with us and presently holding the position of as our tour and law full attorney (hereinafter referred to as the “Authorized Representative”) to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Proposal for Hiring an Agency/Firm for organizing Tableau display in the forthcoming State Level Republic Day Parade to be held on 26.01.2026 at Mahatma Gandhi Marg, Bhubaneswar, but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre-proposal and other conferences and providing information/ responses to the DWCD, representing us in all matters before the DWCD, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the DWCD in all matters in connection with or relating to or arising out of our Proposal for the said Project and/or upon award thereof to us till the entering into of the Agreement with the DWCD.

AND, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorized Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorized Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS DAY OF, 20**

For.....

(Signature, Name, Designation, Address)

Witnesses:

- 1.
- 2.

Notarized

Accepted

.....

(Signature, Name, Designation and address of attorney)

Notes:

The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure. The Power of Attorney should be executed on a non-judicial stamp paper of Rs. 50 (fifty) and duly notarized by a notary public.

ANNEXURE A-2

To be furnished in the Technical Bid)

(On the letterhead of the Organization

DETAILS OF THE BIDDER

1	Name of the Bidder	
	Registered address of the firm	
	State	
	District	
	Telephone No.	
	Fax	
	Email	
	Website	
Contact Person Details		
2	Name	
	Designation	
	Telephone No.	
	Mobile No.	
Communication Address		
3	Address	
	State	
	District	

	Telephone No.	
	Fax	
	Email	
	Website	
Type of the Firm (Please ✓ relevant box)		
4	Private Ltd.	
	Public Ltd.	
	Proprietorship	
	Partnership	
	Society	
	Others, specify	
	Registration No. & Date of Registration.	
Nature of Business (Please ✓ relevant box)		
5	Event Management	
	Promotional Activities	
	Advertising	
	Branding	
	Content Development & Designing	
	AV Production	
	Outdoor/ Mid-Media Advertisement	
	Public Relation	
Key personnel Details (Chairman, CEO, Directors, Managing Partners etc.) in case of Directors, DIN Nos. are required		
6	Name	
	Designation	
	Name	
	Designation	

7	Whether any criminal case was registered against the company or any of its promoters in the past?	Yes / No
8	Other relevant Information	
9	GST Registration (Furnish the registration certificate)	
10	PAN No of Organization (Furnish the copy of the PAN)	
11	Registration certificate / Certificate of Incorporation of the firm (furnish the copy)	
12	Bank Details of the Bidder: The bidders have to furnish the Bank Details as mentioned below for return of EMD /Payment for supply if any (if selected)	
	Name of the Bank	
	Name of the Account & Full address of the Branch concerned	
	Account no. of the bidder	
	IFS Code of the Bank	

Date:
Signatory:

Office Seal:

Signature of the bidder / Authorized

ANNEXURE A-3

(To be furnished with the Technical bid)

Annual Turnover Statement

The Annual Turnover for the last three financial years of M/s _____ are given below and certified that the statement is true and correct.

S. No.	Year	Turnover (in Rs. Lakhs)
1.	2022 - 2023 -	
2.	2023 – 2024 -	
3.	2024-2025-	
Average Annual Turnover (for the above three years) in (Rs.)		_____

Date: _____ Signature of Auditor/ Chartered Accountant

Place: _____ (Name in Capital)

Seal

Membership No.:

Registration No. of Firm:

Note:-

a) To be issued in the letter head of the Auditor/Chartered Accountant mentioning the Membership no.

b) This turnover statement should also be supported by copies of audited annual statement of the last three years and the turnover figure should be highlighted there.

Eligible Project Undertaken by the Bidder

The following information should be provided in the format below for each Eligible Project for which your firm was legally contracted by the Client stated as a single entity.

Applicants are advised to provide the information for only those assignments qualifying projects in Marketing and Promotion activities and Event Management Activities separately.

1	Assignment Name	
2	Name, fax, email of the Client Representative	
3	Time when the assignment was carried out: Date of Commencement: Date of Completion:	
4	Location of the Event	
5	Contract Value	
6	Narrative Description of the Scope of work of the assignment	
7	Description of Actual Services provided by your Organization (including Marketing, Advertisement, Promotion, Event Management services)	
8	Status of the assignment	

IMPORTANT:

Use separate sheet for each Eligible Project.

Please provide a copy of completion certificate from the client. The submitted testimonial **MUST** contain detail description of work carried out by the Bidder.

(Signature, name and designation of the authorized signatory with seal)

(To be furnished in the Technical Proposal)

Approach, Methodology & Work Plan

The approach section should highlight the issues and current thinking on best practice that will indicate the manner in which the team will approaches this project.

The methodology section should provide insight and consideration of each of the main task areas specified in the terms of reference. This section should highlight each of the main task area, specify what activities will be undertaken by whom & at what stage in the project and should clearly set out the specific deliverables.

The work plan section should show the methodology using a recognized project management tool, showing the task area, the activities to be undertaken and the timing of deliverables keeping in mind the time frame mentioned in the Terms of Reference.

Authorized Signatory [In full and initials]:

Name and Title of Signatory:

Name of Firm:

(Company Seal)

**Letter of Financial Proposal
Covering Letter
(On the Bidders Letterhead)**

To

To

Additional Secretary, IEC,
Department of Women and Child Development,
Government of Odisha

Lokaseva Bhavan Bhubaneswar, Odisha 751001

Sub: "Proposal for Hiring an Agency/Firm for organizing Tableau display in the forthcoming State Level Republic Day Parade to be held on 26.01.2026 at Mahatma Gandhi Marg, Bhubaneswar".

Regarding Financial Proposal

Dear Sir,

I, _____ enclose herewith our Financial Proposal for selection of our firm as Agency to carry out "organizing Tableau display in the forthcoming State Level Republic Day Parade to be held on 26.01.2026 at Mahatma Gandhi Marg, Bhubaneswar". Please note that the financial proposal does not contain any conditions and is submitted as per the prescribed format. In case of any discrepancy, our firm will be solely responsible for the same.

Yours faithfully,

Signature: _____

Full Name: _____

Designation: _____

Seal of the Organization

Format for submission of Financial Proposal

Financial Proposal		
Sl. No.	Name of the work	Bid Value

Sd/-

**Additional Secretary to Government,
Department of Women and Child Development.**