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ପଞ୍ଚାୟତିରାଜ ଓ ପାନୀୟ ଜଳ ବିଭାଗ, ଓଡ଼ିଶା ସରକାର
Odisha Rural Development & Marketing Society
creating competence and values in rural Odisha
Panchayati Raj & Drinking Water Department, Government of Odisha

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No. 2310

Date: 18/07/2025

File No: ORMAS/MKT/MISC/0006-2025

REQUEST FOR PROPOSAL (RFP)

Selection of a Media Consulting Agency for implementation of IEC activities under ORMAS

CEO, ORMAS on behalf of the Panchayati Raj & Drinking Water Department, Government of Odisha (The Client) invites sealed two bid systems from the eligible bidders through e-tender process for **"Selection of Media Consulting agency for implementation of IEC activities under ORMAS"**. Bidders fulfilling the prescribed eligibility criteria of the RFP can access and download the complete RFP Document and other details from www.ormas.org / panchayat.odisha.gov.in / www.tendersodisha.gov.in. The bid calendar under the end-to-end process are:

Date of Issue of RFP	Date of Pre-Bid Meeting	Last Date for Submission of Bid	Date of Opening of Technical proposal	Date of Technical presentation and opening of financial proposal	Bid processing fee in Rs.	EMD in Rs.
18.07.2025	25.07.2025 at 11.30 AM	07.08.2025 at 5 PM	08.08.2025 at 11.30 PM	13.08.2025 at 11.30 AM & 3.30 PM	5,900/- including GST	2,00,000/-

The bidders must apply their proposal through e-tender process latest by 07.08.2025 at 5 PM clearly mentioning "REQUEST FOR PROPOSAL – **"Selection of Media Consulting agency for implementation of IEC activities under ORMAS"**". The proposals received beyond the last date and time will be rejected without assigning any reason. In case of any further modification/ alteration/ amendment shall be published in the websites only. The authority reserves all the rights to reject any/ all proposals at any stage without assigning any reason thereof.

Ratna

Chief Executive Officer, ORMAS

Memo No. 2311

Date: 18/07/2025

- Copy to e-Governance Cell, PR&DW Department, Government of Odisha for publication in the website of the Department for wide publicity.
- Copy to Mr. S.S. Sahoo, Project Executive, ORMAS for publication in the Website and Notice Board of ORMAS without delay for wide publicity.

Ratna
18/7/25

Chief Executive Officer, ORMAS

REQUEST FOR PROPOSAL

**“Selection of Media Consulting agency for
implementation of IEC activities under ORMAS”.**



ORMAS

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

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Disclaimer

This Request for Proposal (RFP) is issued by the Odisha Rural Development & Marketing Society (ORMAS), Panchayati Raj & Drinking Water Department, Govt. of Odisha.

While the information in this RFP has been prepared in good faith, it does not support to be comprehensive or to have been independently verified. Neither ORMAS nor any of its officers or employees, nor any of their advisers nor consultants accept any liability or responsibility for the accuracy, reasonableness or completeness of, or for any errors, omissions or misstatements, negligent or otherwise, relating to the proposed assignment, or makes any representation or warranty, express or implied, with respect to the information contained in this RFP or on which this RFP is based or with respect to any written or oral information made or to be made available to any of the recipients or their professional advisers and, so far as permitted by law and except in the case of fraudulent misrepresentation by the party concerned, and liability therefore is hereby expressly disclaimed.

The information contained in this RFP is selective and is subject to updating, expansion, revision and amendment at the sole discretion of the Client. It does not claim to contain all the information that a recipient may require for the purposes for making a decision for participation in this selection process. Each bidder must conduct its own analysis of the information contained in this RFP, to correct any inaccuracies therein and is advised to carry out its own investigation into the proposed assignment, the regulatory regime which applies thereto and by and all matters pertinent to the project and to seek its own professional advice on the legal, financial and regulatory consequences of entering into any agreement or arrangement relating to the project.

This RFP includes certain statements, information, projections and forecasts with respect to the proposed assignment. Such statements, information, projections and forecasts reflect various assumptions made by the management, officers and employees of the Client, which (the assumptions and the base information on which they are made) may or may not prove to be correct. No representation or warranty is given as to the reasonableness of forecasts or the assumptions on which they may be based and nothing in this RFP is, or should be relied on as, a promise, representation or warranty.

The ORMAS under the Panchayati Raj & Drinking Water Department, Government of Odisha shall be the sole and final authority with respect to selection of a consultant for the purpose through this RFP.

1. Data Sheet

Sl. No.	Particular	Details
1	Name of the Client	Panchayati Raj & Drinking Water Department, Government of Odisha
2	Method of Selection	Quality & Cost Based Selection (QCBS) on 70:30 weightage basis. (Bid Validity -180 days)
3	Mode of Submission	Online (e-tender) www.tendersodisha.gov.in .
4	Date of Issue of RFP (e-tender) www.tendersodisha.gov.in	18.07.2025
5	Last date for submission of Pre-bid queries through email to ormashq@gmail.com	24.07.2025 at 5 PM
6	Date of Pre-Bid Meeting at ORMAS Conference Hall	25.07.2025 at 11.30 AM 11.30 AM
7	Last Date and Time for submission of Bid	07.08.2025 at 5 PM www.tendersodisha.gov.in
8	Date & Time for opening of Technical Bid	08.08.2025 at 11.30 PM at 12 .30 PM
9	Date & Time for Technical Presentation and opening of Financial Proposal	13.08.2025 at 11.30 AM & 3.30 PM
10	Tender Processing Fee (Non-Refundable)	Rs. 5,000/- + GST 18 % = Rs. 5,900/-
11	Earnest Money Deposit (EMD) (Refundable)	Rs. 2,00,000/-INR through online mode (Exemption is not applicable as per the Odisha Govt rules.)
12	Performance Security	The selected agency shall furnish 5% of the Contract value in shape of Demand Draft in

		favour of "ORMAS" drawn in any scheduled commercial bank payable at Bhubaneswar.
13	Place of Opening of Technical & Financial Bid:	Conference Hall of ORMAS, SIRD & PR Campus, Unit-8, Bhubaneswar
14	Address of the Client:	Chief Executive Officer, Odisha Rural Development & Marketing Society (ORMAS), SIRD & PR Campus, Unit-8, Bhubaneswar, Odisha, Pin Code: 751012 E-mail:- ormashq@gmail.com Contact person: Rajesh Sinha, Expert (Skill Division)- 8984166800
15	Joint Venture/Consortium/ Franchising, outsourcing, subletting	Not Allowed

NB:

1. Application in Consortium, Franchising, outsourcing, subletting is not allowed for the Bid except hiring of survey post approval from department.
2. Exemption shall not be applicable as per the Odisha govt rules.
3. Submission of more than one bid by the bidder will be entirely rejected.
4. For details, please visit: www.ormas.org / panchayat.odisha.gov.in
[/www.tendersodisha.gov.in](http://www.tendersodisha.gov.in)

2. E-TENDERING

Procedure for Participation in e-tendering

1. Web address of E-tendering website: [https:// www.tendersodisha.gov.in](https://www.tendersodisha.gov.in).
2. The Digital Signature enrolment has to be done with the e-token, after logging into the portal. The e-token may be obtained eMudhra CA /GNFC/IDRBT/ Mtnl Trustline/ Safe Sctpt / TCS.
3. Bidder then logs into the portal giving user id / password chosen during enrolment.
4. The e-token that is registered should be used by the bidder and should not be misused by others.
5. DSC once mapped to an account cannot remap to any other account. It can only be inactivated.
6. The Bidders can update well in advance, the documents such as certificates, purchase order details etc., under My Documents option and these can be selected as per tender requirements and then attached along with bid documents during bid submission. This will ensure lesser upload of bid documents.
7. After downloading / getting the tender schedules, the Bidder should go through them carefully and then submit the documents as per the tender document; otherwise, the bid will be rejected.
8. The BOQ template must not be modified/replaced by the bidder and the same should be uploaded after filling the relevant columns, else the bidder is liable to be rejected for that tender. Bidders are allowed to enter the Bidder Name and Values only.
9. If there are any clarifications, this may be obtained online through the eProcurement Portal, or through the contact details given in the tender document. Bidder should take into account of the corrigendum published before submitting the bids online.
10. Bidder, in advance, should prepare the bid documents to be submitted as indicated in the tender schedule and that should be in PDF formats. If there is more than one document, they can be merged together.
11. The bidder reads the terms and conditions and accepts the same to proceed further to submit the bids
12. The bidder has to submit the tender document(s) online well in advance before the prescribed time to avoid any delay or problem during the bid submission process.
13. There is no limit on the size of the file uploaded at the server end. However, the upload is decided on the Memory available at the Client's System as well as the Network bandwidth available at the Client side at that point of time. In order to reduce the file size, bidders are suggested to scan the documents in 75- 100 DPI so that the clarity is maintained and also the size of file also gets reduced. This will help in quick uploading even at very low bandwidth speeds.
14. It is important to note that, the bidder has to Click on the Freeze Bid Button, to ensure that he/she completes the Bid Submission Process. Bids which are not Frozen are considered as Incomplete/Invalid bids and are not considered for evaluation purposes.
15. The Tender Inviting Authority (TIA) will not be held responsible for any sort of delay, or the difficulties faced during the submission of bids online by the bidders due to local issues.

16. The bidder may submit the bid documents online mode only, through this portal. Offline documents will not be handled through this system.
17. At the time of freezing the bid, the eProcurement system will give a successful bid updating message after uploading all the bid documents submitted and then a bid summary will be shown with the bid no, date & time of submission of the bid with all other relevant details. The documents submitted by the bidders will be digitally signed using the e-token of the bidder and then submitted.
18. After the bid submission, the bid summary has to be printed and kept as an acknowledgement as a token of the
19. The bid summary will act as a proof of bid submission for a tender floated and will also act as an entry point to participate in the bid opening event.
20. Successful bid submission from the system means, the bids as uploaded by the bidder is received and stored in the system.
21. System does not certify for its correctness.
22. The bidder should see that the bid documents submitted should be free from virus and if the documents could not be opened, due to virus, during tender opening, the bid is liable to be rejected
23. The time that is displayed from the server clock at the top of the tender Portal, will be valid for all actions of requesting bid submission, bid opening etc., in the e-Procurement portal. The Time followed in this portal is as per Indian Standard Time
24. (IST) which is GMT+5:30. The bidders should adhere to this time during bid submission.
25. All the data being entered by the bidders would be encrypted at the client end and the software uses PKI encryption techniques to ensure the secrecy of the data. The data entered will not be viewable by unauthorized persons during bid submission and not viewable by any one until the time of bid opening. Overall, the submitted bid documents become readable only after the tender opening by the authorized individual transferred over secured Socket Layer (SSL) with 256-bit encryption technology. Data encryption of sensitive fields is also done.
26. The bidders are requested to submit the bids through online eProcurement system to the TIA well before the bid submission end date and time (as per Server System Clock).

3. Section 1: Letter of Invitation

RFP No:

Dated:

Assignment:-“Selection of a Media Consulting Agency for implementation of IEC activities under ORMAS”.

1. ORMAS under the Panchayati Raj & Drinking Water Department, Government of Odisha (The Client) invites online Bid from eligible bidders for “Selection of an Agency for **Selection of a Media Consulting Agency for implementation of IEC activities under ORMAS**”. More details on the proposed assignment are provided at Section-3: Scope of Work of this bid document.
2. Agency will be selected under **Quality & Cost Based Selection (QCBS)** 70:30 procedures as prescribed in the RFP Document.
3. The Bid complete in all respect as specified in the RFP document must be accompanied with a Non-refundable amount of Rs. 5,000/- + GST 18 % - Rs. 900 = Rs. 5,900/- towards Tender Processing Fee and a refundable amount of Rs. 2,00,000/- towards EMD failing which the bid will be rejected.
4. The last date and time for submission of Bid complete in all respects is **mentioned as per the data sheet in www.tendersodisha.gov.in** and the date of opening of the technical proposal, Technical Presentation & financial bid in the presence of the bidder's representative at the specified address as mentioned in the Bidder Data Sheet . Representative of the bidder may attend the meeting with due authorization letter on behalf of the bidder.
5. This RFP includes following sections:
 - a. Letter of Invitation **[Section – 1]**
 - b. Information to the Bidder **[Section – 2]**
 - c. Scope of Work **[Section – 3]**
 - d. Technical Bid Submission Forms **[Section – 4]**
 - e. Financial Bid Submission Forms **(Section –5]**
 - f. Checklist **[Section – 6]**
6. While all information/data given in the RFP are accurate within the consideration of scope of the proposed assignment to the best of the Client's knowledge, the Client holds no responsibility for accuracy of information and it is the responsibility of the bidder to check the validity of information/specifications/narrations included in this document. No claim whatsoever shall be admissible for the alleged loss/damage suffered by the bidders on account of such rejection. In case of any dispute/ ambiguity arising in the process relating to documents, the decision of the Tender calling authority shall be final, binding and cannot be challenged.
7. **The Client reserves the right to accept / modify/ reject any/all Bids / cancel the complete tender or part of it at any stage without assigning any reason thereof.**

Chief Executive Officer,

ORMAS

4. Section 2: Information to The Bidder

Pre-Qualification/Eligibility Criteria:

Bidders should 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 Bid:

Sl.	Eligibility Criteria	Supporting Documents Required
1.	The Bidder must be a company incorporated under the Companies Act 2013 / limited liability Partnership Firm registered under Limited Liability Partnership Act 2008/ registered in India under relevant law/ Registered Firm or agency having at least a 7 years of establishment.	i) Copy of Certificate of Incorporation/Registration ii) Copy of PAN iii) Copy of Goods and Services Tax Identification Number (GSTIN)
2.	The bidder should have minimum average annual turnover of Rs. 5.00 Crores in three financial years (FY 2021-22, 2022-23 & 2023-24) as on 31.03.2024	Copies of audited balance sheet, Income Expenditure Statement for last three financial years i.e. FY 2021-22, 2022-23 & 2023-24 and Income tax return for this three FYs. Provisional Report will not be considered.
3.	The bidder must have taken up the assignment at least 2 nos projects related to IEC activities /media strategy, Content creation, Social Media Management & Creative Designing for the Events, each amounting at least 50 Lakhs of any Government / PSU in last 5 years as on 2024-25.	Copies of Work Orders/Contract Documents awarded by executing Organization.
4.	The bidder should not be debarred/ blacklisted by any State Government or Central Government or their agencies at the time of submission of bid.	Self-Declaration by the authorized representative on the bidder's letter head.
5.	Bidder may have local office at Bhubaneswar (In case the bidder does not have an office space in Bhubaneswar , the bidder needs to give a declaration, as part of the technical proposal, to set up an office in Bhubaneswar for the period of the engagement for coordination of the assignment.	As Proof of office , Self Declaration is to be submitted
6.	Bid Processing fee & EMD	Rs. 5900/- & Rs. 2,00,000/- respectively (Exemption of Bid Processing fee & EMD is not applicable.)

A. Documents To Be Submitted Along with Technical Bid (Part-A):

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

- Filled in Bid Submission Check List in Original (**Annexure-A**)
- Covering letter (**TECH – 1**) on bidder's letterhead requesting to participate in the tender process.
- Bid Processing Fee & Earnest Money Deposit (EMD) as applicable.
- Copy of Certificate of Incorporation/ Registration
- Copy of IT returns and GST Return
- Copy of PAN.
- Copy of Goods and Services Tax Identification Number (GSTIN).
- General Details of the Bidder(**TECH – 2**)
- Financial Details of the bidder (**TECH – 3**) along with all the supportive documents such as Balance Sheet and Income/ Expenditure Statement duly signed as per the instruction.
- List of assignments of similar nature (Experience Details, **TECH – 4**) along with copies of Lol/contracts / work orders / completion certificate.
- Self-Declaration from the Bidder on not blacklisted (**TECH-5**)

NB: Bidders should submit the supporting documents mentioned as above. Bids of agencies not conforming to the eligibility criteria listed above will be summarily rejected. Submission of forged documents will also result in rejection of the bid.

1. Bid Processing Fee :

The bidder must furnish as part of technical Bid, the required bid processing fee amounting to **Rs. 5,000/- + GST 18 % - Rs. 900 = Rs. 5,900** through online mode. Bids received without bid processing fee will be rejected.

2. Earnest Money Deposit (EMD) :

The bidder must furnish, as part of the technical Bid, an Earnest Money Deposit (EMD) amounting to **Rs. 2,00,000 /-** through online mode. Bids received without EMD will be rejected.

The EMD of unsuccessful bidders shall be refunded through online mode after finalization of selection process and award of contract. The EMD will be forfeited on account of the following reasons:

- Bidder withdraws its Bid during the bid validity period as specified in RFP
- Bidder has submitted false information in support of its qualification.
- If the bidder fails to
 - agree to decisions of the contract negotiation meeting
 - sign the contract in time
 - Any other circumstance which holds the interest of the Client during the overall selection process.

3. Performance Security:

Upon selection, the Agency shall furnish to the Client, a performance security of the amount mentioned above, on or before execution of the Contract to secure the due performance of the obligations of the Agency under the Contract. Exemption of Performance Security is not applicable. The successful bidder shall furnish 5% of the Contract value as Performance Security. The performance security of successful bidders shall be refunded after successful completion of the entire assignment.

4. **Pre Bid Meeting:**

A Pre-Bid meeting will be organized by ORMAS to address the queries relating to the overall selection process and scope of the work. The **Pre-Bid meeting will be held on as mentioned in the Data Sheet** at ORMAS Conference Hall, SIRD & PR Campus, Unit-8, Bhubaneswar. The client will address the queries submitted by the bidders. Representatives (Maximum 2 member from each bidder) with due authorization letter are allowed to attend the meeting. The Bidder may request a clarification of any part of the RFP prior to the last date for submission of queries through email, as indicated in the Bidder's Data Sheet. The Client's responses to Bidder queries will be made available to all Bidders and shall be uploaded on the Client's website. It shall be the Bidder's responsibility to check the Client's website for the responses to the queries or requests for clarification. The bidder shall submit their queries in the following format.

Sl	Page No and RFP Clause reference.	RFP Reference	Queries

5. **Submission of Bid:**

The bid should be submitted through Online mode only in www.tendersodisha.gov.in.

6. **Process of the Bid:**

A THREE stage process will be adopted as explained below for evaluation of the Bids.

Pre-qualification (1st Stage): In addition to the above the bidders have to furnish the following documents along with the pre-qualification Bid:

1. Bid Processing Fee & Earnest Money Deposit (EMD) as applicable
2. Copy of Certificate of Incorporation/ Registration
3. Copy of PAN
4. Copy of IT returns and GST Return
5. Copy of Goods and Services Tax Identification Number (GSTIN).
6. Experience of having successfully completed similar works during last three year as bid due date. Long list of similar assignment may also be submitted for evaluation purpose.
7. Financial Statement of last three years ending on 31.03.2024 and the agency must have an average annual turnover of 5 Crore. Provisional Audit Report for any FYs will not be accepted.

Non-submission of any one of the above document along with pre-qualification Bid, leads to outright rejection of the Bid.

Technical Evaluation (2nd Stage): Technical Bid will be opened and evaluated. The Bids will be evaluated as per the following parameters:

Sl.	Technical Evaluation Criteria	Maximum Marks
1	Average annual turnover of Rs.5.00 Cr in last three years as on 31.03.2024. 5 Crore= 10 Marks. Above 5 Crore: 1 Mark for each One Crore.	20
2	The bidder must have taken up the assignment at least 2 nos projects related to IEC activities /media strategy, Content creation, Social Media Management & Creative Designing for the Events, each amounting at least 50 Lakhs of any Government / PSU in last five years as on 2024-25 Each Assignment shall carry 5 marks	50
3	The bidder must have in-house experienced professionals as given below; 1. Content writer (English) 2. Content writer (Odia) 3. Graphic Designer 4. Video editor 5. Social media expert Minimum 3 years in IEC experience. CV of all professionals must be attached.	10
4	Presentation for 15 minutes: 5 Marks for each below point. 1. Approach & Methodology for IEC & Media Strategy [as per the different social media channels and the overall of communication /media usage in the IEC campaign.] – 5 Marks 2. A sample of Quality of creative designs/ collaterals/media content etc. – 5 Marks 3. Previous any best assignments, understanding and clarity of Scope of Work conducting Mega IEC campaign and events under Government project. – 5 Marks 4. Work Plan and organizing structure for this Bid. – 5 Marks	20
	TOTAL	100
The bidders who scored above 70 marks out of 100 marks are eligible for opening of their financial proposals.		

The objective of the presentation is to enable the Client to evaluate the bidders about their understanding and preparedness for the proposed assignment. Hence, the bidder should make themselves available for the same.

The Financial Bids shall be opened in the presence of the committee members and bidders' representatives who choose to attend. The name of the firm along with the secured technical scores, and the proposed package price for the respective packages shall be read and recorded accordingly. **Quality & Cost Based Selection (QCBS)** will be followed during the selection process as per the guideline of Finance Department, GoO.

FINANCIAL EVALUATION (3rd Stage): The financial Bids of the technically qualified bidders only shall be opened at this stage in the presence of the bidder's representative. The Financial

Bids in respect of the selected agency in achieving the bench mark score of **70 Mark and above** in "**Technical Bid**" would be opened on the scheduled date & time.

7. **Evaluation of the Proposals:**

The mode of evaluation is Quality cum Cost Basis selection (QCBS). In the Tender, the technical proposal carries 70 % weightage, and the financial proposal carries 30 % weightage.

I. Technical:

The bidder scoring above 70 marks out of 100 marks will be eligible and the secured mark will be assigned as Technical Quote (TQ). Then the Technical Score (TS) will be arrived as follows:

$$TS = \frac{TQ \times 70}{100}$$

II. Financial

The bidder quoting the lowest price will be assigned as Lowest Financial Quote (LFQ). Then the price of other financial bids quoted by other different bidders will be assigned as Financial Quote (FQ). The Financial Score (FS) will be arrived as follows:

$$FS = \frac{LFQ \times 30}{FQ}$$

The agency having a maximum total score of the Technical Score (TS) and the Financial Score (FS) combine together will be selected.

The weights given to the Technical (T) and Financial (P)

Proposals are:

- T = 0.70 and
- P = 0.320
- Proposals are ranked according to their combined technical (St) and financial (Sf) scores using the weights (T = the weight given to the Technical Proposal; P = the weight given to the Financial Proposal; T + P = 1) as following: $S = St \times T\% + Sf \times P\%$.

8. **Negotiations:**

- Negotiations (if required) will be held at the address indicated in the Data Sheet. The aim shall be to reach to an agreement before issuance of the work order.
- Representative conducting negotiations on behalf of the bidder must have written authority to negotiate and conclude a contract. Negotiation will be performed covering technical and financial aspects, if any and availability of proposed professionals etc.
- If negotiations fail, the ORMAS will invite the firm whose proposal received the second highest score to negotiate a Contract.

9. **Award of Contract:**

After completion of the contract negotiation stage, the Client will notify the successful bidder in writing by issuing an offer letter for signing the contract and promptly notifying all other bidders about the result of the selection process. The successful bidders will be asked to sign the contract after fulfilling all formalities within 15 days of issuance of the offer letter. After signing of the contract, no variation or modification of the terms of the contract shall be made except by written amendment signed by both the parties. The contract will be valid for 24 months from the date of effectiveness of the contract and will be extended on mutual consent.

10. **Conflict of Interest :**

Conflict of interest exists in the event of:

- (i) Conflicting assignments, typically environmental assessment of the same project by the eligible bidder;
- (ii) Practices prohibited under the anti-corruption policy of the Government of India and Government of Odisha. The bidders are to be careful so as not to give rise to a situation where there will be any conflict of interest with the Client as this would amount to their disqualification and breach of contract.

11. **Disclosure:**

- a. Bidders have an obligation to disclose any actual or potential conflict of interest. Failure to do so may lead to disqualification of the bidder or termination of its contract.
- b. Bidders must disclose if they are subject of any proceedings (such as blacklisting) or other arrangements relating to bankruptcy, insolvency, or the financial standing of the Bidder, including but not limited to appointment of any officer such as a receiver in relation to the Bidder's personal or business matters or an arrangement with creditors, or of any other similar proceedings on date of bid submission.
- c. Bidders must disclose if they have been convicted of, or are the subject of any proceedings relating to the following as on the date of bid submission:
 - (i) a criminal offence or other serious offence punishable under the law of the land, or where they have been found by any regulator or professional body to have committed professional misconduct.
 - (ii) corruption including the offer or receipt of an inducement of any kind in relation to obtaining any contract.
 - (iii) failure to fulfil any obligations in any jurisdiction relating to the payment of taxes or social security contributions.

12. **Anti-corruption Measure:**

- d. Any effort by Bidder(s) to influence the Client in the evaluation and ranking of financial Bids, and recommendation for award of contract, will result in the rejection of the Bid.
- e. A recommendation for award of Contract shall be rejected if it is determined that the recommended bidder has directly, or through an agent, engaged in

corrupt, fraudulent, collusive, or coercive practices in competing for the contract in question. In such cases, the Client shall blacklist the bidder either indefinitely or for a stated period of time, disqualifying it from participating in any related bidding process for the said period.

13. **Force Majeure**

“Force Majeure” means an event which is beyond the reasonable control of a Party, and which makes a Party’s performance of its obligations here under impossible or so impractical as reasonably to be considered impossible in the circumstances, and includes, but is not limited to, war, riots, civil disorder, earthquake, fire, explosion, storm, flood or other adverse weather conditions, strikes, lockouts or other industrial action (except where such strikes, lockouts or other industrial action are within the power of the Party invoking Force Majeure to prevent), confiscation or any other action by government agencies.

Force Majeure shall not include: (i) any event which is caused by the negligence or intentional action of a Party or agents employees thereof, nor (ii) any event which a diligent Party could reasonably have been expected to take into account or avoid or overcome in the carrying out of its obligations during the subsistence of this Agreement. Force Majeure shall not include insufficiency of funds or failure to make any payment required hereunder.

14. **Language of Proposals:**

The proposal and all related correspondence exchanged between the bidder and the Client shall be written in the English language.

15. **Legal Jurisdiction:**

All legal disputes are subject to the jurisdiction of competent court of Bhubaneswar only.

16. **Schedule of payment:**

The payment shall be released to the Agency after completion of each activity and submission of deliverables (to be submitted along with delivery acceptance certificate and tax invoice)

17. **Governing Law and Penalty Clause:**

The schedule given for delivery is to be strictly adhered to in view of the strict time schedule. Any unjustified and unacceptable delay in delivery shall render the bidder liable for liquidated damages and thereafter the Client holds the option for cancellation of the contract for pending activities and complete the same from any other agency. The Client may deduct such sum from any money from their hands due or become due to bidder. The payment or deduction of such sums shall not relieve the bidder from his obligations and liabilities under the contract. The rights and obligations of the Client and the bidder under this contract will be governed by the prevailing laws of Govt of India/ Odisha. Failure on bidder’s part to furnish the deliverables as per the agreed time line will enforce a penalty @ 1% per week subject to maximum of 5% of the total

contract value. The amount will be deducted from the subsequent payment. In addition, the PBG amount shall also be forfeited. The decision of the authority placing the contract, whether the delay in development has taken place on account of reasons attributed to the bidder shall be final.

18. **Client's right to accept any Bid, and to reject any or all Bid/s**

The Client reserves the right to accept or reject any Bid, and to annul or amend the bidding / selection / evaluation process and reject all Bids at any time prior to award of contract award, without assigning any reason there of and thereby incurring any liability to the bidders. Misrepresentation/improper response/ by the bidder may lead to the disqualification of the bid. If such disqualification/rejection occurs after the Bids have been opened and the highest-ranking bidder gets disqualified/rejected, then the client reserves the right to consider the next best bidder or take any other measure as may be deemed fit in the sole discretion of the Client, including annulment of the selection Process.

19. **Number of Bids:**

Each Bidder shall submit only one (1) Bid, in response to this RFP. Any Bidder who submits or participates in more than one Bid shall be disqualified. The Bidder shall be responsible for all costs associated with the preparation of its Bid and its participation in the bidding process.

20. **Amendment of the RFP Document:**

At any time before submission of proposals, the Client may amend the RFP by issuing an addendum through Department website. Any such addendum will be binding on all the bidders. To give bidders reasonable time in which to take an addendum into account in preparing their proposals, the Client may, at its discretion, extend the deadline for the submission of the proposals.

21. **Confidentiality:**

Information relating to evaluation of proposals and recommendations concerning awards shall not be disclosed to the bidders who submitted the proposals or to other persons not officially concerned with the process, until the publication of the award of contract. The undue use by any Consultant of confidential information related to the process may result in rejection of its proposal and may be subject to the provisions of the Client's antifraud and corruption policy. During the execution of the assignment except with prior written consent of the Client, the consultant or its personnel shall not at any time communicate to any person or entity any confidential information acquired in the course of the contract.

22. **Replacement of Key Personnel:**

The Client reserves the right to request the Consultant to replace the personnel if they are not performing to a level of satisfaction within Seven (7) days for review and approval. The Consultant must replace the personnel within seven (7) working days from the date of approval of replacement. If one or more key personnel become unavailable / leave the project for any reason midway under the contract, the Consultant must notify the Client at least fourteen (14) days in advance, and obtain the approval prior to making any substitution. In notifying the Client, the Consultant shall provide an explanation of circumstances necessitating the proposed replacement and submit justification and qualification of replacement personnel in sufficient detail to permit evaluation of the impact on the engagement. Acceptance of a replacement person by the Client shall not relieve the consultant from responsibility for failure to meet the requirements of the contract.

23. **Settlement of Dispute:**

The Client and the agency shall make every effort to resolve amicably, by direct negotiation, any disagreement or dispute arising between them under or arising from or in connection with the contract. Disputes not so resolved amicably within 30 days of receipt of notice of such as a dispute shall be resolved by Commissioner –cum-Secretary to Government, PR & DW Department, Government of Odisha which is binding and final.

24. **Disqualification of Proposal:**

- The proposal is liable to be disqualified in the following cases as listed below:
- Proposal submitted without Bid Processing Fee & EMD as applicable
- Proposal not submitted in accordance with the procedure and formats as prescribed in the RFP
- During validity of the proposal, or its extended period, if any, the bidder increases his quoted prices
- Proposal is received in incomplete form
- Proposal is received after due date and time for submission of bid
- Proposal is not accompanied by all the requisite documents / information
- A commercial bid submitted with assumptions or conditions
- Bids with any conditional technical and financial offer
- If the bidder provides any assumptions in the financial proposal or qualifies the commercial proposal with its own conditions, such proposals will be rejected even if the commercial value of such proposals is the lowest / best value
- Proposal is not properly sealed or signed
- Proposal is not conforming to the requirement of the scope of the work of the assignment.
- Bidder tries to influence the proposal evaluation process by unlawful/corrupt/
- fraudulent means at any point of time during the bid process
- If, any of the bid documents (including but not limited to the hard and soft/electronic copies of the same, presentations during evaluation, clarifications provided by the

bidder), excluding the commercial bid, submitted by the bidder is found to contain any information on price, pricing policy, pricing mechanism or any information indicative of the commercial aspects of the bid;

- Bidders or any person acting on its behalf indulges in corrupt and fraudulent practices
- Any other condition / situation which holds the paramount interest of the Client during the overall section process.

5. Section 3: Terms of Reference (ToR)

“Selection of a Media Consulting Agency for implementation of IEC activities under ORMAS”.

1) Introduction:

The Odisha Rural Development and Marketing Society (ORMAS), established in 1991 under the Societies Registration Act, 1860, operates under the aegis of the Panchayati Raj and Drinking Water Department, Government of Odisha. ORMAS was founded with the objective of promoting diverse rural livelihood activities by integrating farmers and artisans under a unified business framework through the formation and promotion of Community-Based Business Organizations (CBOs) across all 30 districts of Odisha.

ORMAS plays an important role in strengthening these CBOs by establishing forward and backward linkages. Its interventions include providing training, facilitating exposure visits, offering financial grants, and equipping CBOs with modern machinery, tools, and dedicated workspaces for value addition and product development. To enhance marketability, ORMAS ensures comprehensive support in branding, packaging, and certification.

ORMAS has been successfully implementing the Skill Development Training programmes for the past decade, including the DDU-GKY a placement-linked skill development programme of MoRD, Govt. of India.

ORMAS is implementing Sagarmala scheme aims at bringing in its skilling expertise to provide skilling for the coastal communities, thereby preparing them to take advantage of the job opportunities that are expected to come up in the maritime sector following port led development under Ministry of Shipping & Port, Government of India.

ORMAS has introduced a new scheme under its State Scheme to enhance the relevance of existing skill development programs by engaging the Sector Skill Councils, Employers & Industries. The scheme will work towards addressing the scarcity of skilled human resources in emerging trades by offering high-quality training, fostering industry linkages, and enhancing employability skills.

ORMAS is the nodal agency in the state of Odisha to ensure organization of skill training programs for the rural and urban poor/ unemployed youth through nationally accredited training partners. It integrates the efforts of various departments and public and private stakeholders engaged in skilling the youth of the state, through 'Deen Dayal Upadhyaya Grameen Kaushalya Yojana' 2.0 (DDU-GKY 2.0) with the vision to transform rural poor youth into an economically independent and globally relevant workforce.

2) Objective of the Assignment

The agency will be on-boarded for 4 major objectives.

- **Create and implement programme specific IEC Plan** - Plan to spread information about key programmes of the department
- **Design collaterals required by the department** - Backdrops, standees, booklet, leaflets, advertisement, logos etc.
- **Social Media Management** - Managing Facebook, YouTube, Twitter, Instagram, Telegram, WhatsApp, Koo accounts etc.
- **Create Contents both in Odia & English:** Creation of contents for short messages, press notes, video scripts etc.

3) Scope of Work/ Deliverables

The selected agency will carry out the following Deliverables.

1. Preparation of communication and promotion plan for Department on an annual basis
2. Development of IEC Materials
3. Design e-booklets, e-annual reports and visually engaging presentation template for digital dissemination.
4. Develop Monthly Magazine
5. Develop Viral Videos / Reels
6. Develop Podcasts
7. Interactive Content
8. Develop Videos / Reels
9. Develop animated content
10. Radio Advertising
11. TV Ads / Spots.
12. Mobile/Cell Phone Based Promotional Advertisement
13. Wall Calendar
14. Table Calendar
15. Weekly News tracking & monitoring
16. Hoardings, Outdoor Banners and Frame
17. Outreach Activities (Seminars, Roadshows, Folk shows, Photography & Videography,)
18. Coffee Table Book

- a. Create and implement Program Specific IEC campaigns - To design a creative plan to spread information about key programs/initiatives of the department. It includes initiatives / disease specific campaigns/ scheme specific campaigns and executions (tentatively 10 initiatives per year in discussion with department). The prime schematic programmes/initiatives will include all the Schemes implemented along with infrastructure development in different Sector. Creation of videos as per requirement will be prepared by the Agency as per approved rate of I&PR Department. All the other collaterals will be created by selected agency. The cost for medium of dissemination will be borne by the client.
 - I. A Creative Professional shall be a graphic designer/ videographer/ content writer/ cinematographer/ Film Director/ Social media handler (Blog Writer / You tuber / Facebook handler / Instagram and twitter handler), designer of backdrop/standee/banner/ hoarding, designer of booklet /poster / leaflet / magazine/ coffee table book / pocket book / souvenir, designer of / logo / advertisement template for newspaper.
 - II. A Creative Design includes a graphic designing/ videography/ content writing/ cinematography/ Film Direction/ Social media handling (Blog /You tube/ Facebook / Instagram / twitter), designing of backdrop/standee/banner/ hoarding, designing of booklet/poster/leaflet/magazine/ coffee table book/pocket book / souvenir, designing of / logo / advertisement template for newspaper.
- b. Design collaterals required by the department - The agency will conceptualize, design, graphic design, studio work, digital art designing, info graphics, layout of booklet pages etc. and other pre-press work for the IEC print materials like booklet, brochure, Folders, leaflets, posters, banners, calendars, Success Stories , Videos, Jingles, coffee table books, annual reports, manuals, compendiums, primers, magazines, guidelines, tin sheet paneling, illuminated signage, display panel, wall painting, hoarding, template design in English & Odia language etc.
- c. Social Media Management – Regularly posting on the social media channels of the Client (Facebook, Twitter, YouTube, Instagram, Telegram, etc. basing on the IEC Campaign/Program Specific Campaign, other department events and news.) developing promotional items (Videos, Images reels) for social media usage, social media planning and booking for advertisements etc.

Creation of videos as per requirement of the client will be prepared by the Agency. For still photography and videography, 2 of photographic team (photography team consists of photographer, assistant photographer and photographic equipment) and both the photographic team shall be deployed by the agency.

- d. Create Contents both in Odia & English - Creative writing and graphic design of backdrops, fascia, standees, banners, wall panel and other creative items used in work shop, seminars, meetings, symposiums, conclave, exhibitions at state level and outside state (for every campaign workshop or initiative the detail brief to be shared by the ORMAS containing the list of activities to be performed and creative material required). The contents should be vetted by the ORMAS.
- e. The agency shall respond with its plan and the deliverable timeline will be fixed mutually by both the parties. The Agency will make Creative design of e-Brouchers, e-Annual Report, e-Book, e-magazine, e-newsletter, PPTs, Slides share etc.

Comprehensive Event Management at All Levels: The selected agency shall provide **end-to-end support for the planning and execution of events**. This includes, but is not limited to:

- Stage design and management
 - Anchoring/compering services
 - Preparation of speeches, talking points, and briefing notes
 - Media coordination, including enlisting media participation, drafting press releases, managing media interactions, and ensuring effective news dissemination
 - Liaison and coordination with external agencies and stakeholders
 - Management of exhibits and displays
 - Volunteer coordination and ushering services
 - These activities will be undertaken to support awareness generation of departmental schemes or any other initiatives as directed by the Department and its stakeholders.
- f. **Coffee Table Book:** The Coffee Table Book will be developed through end-to-end creative execution, including comprehensive conceptualization, layout design, and typesetting. This high-quality, multi-colour publication will feature vibrant cover designs and visually engaging content.

The book will be produced in a refined 11.5 x 11.5-inch format, comprising approximately 120 to 140 pages, printed on premium 130 GSM Art Paper for internal pages and 150 GSM Art Card for the cover, ensuring both durability and an elegant finish. The design will incorporate visually appealing artwork, custom illustrations, info-graphics, and high-resolution photographs to enhance the storytelling and visual impact throughout the publication.

The client shall approve the book, creative design templates of e-brochures, e-annual reports, e-books, e-magazines, e-newsletters, PPTs, Slide Shares etc. prepared by the agency.

5. Payment Terms

The payment shall be released by Department to the Agency after completion of each activity and submission of deliverables (to be submitted along with delivery acceptance certificate and tax invoice).

6. Period of Engagement

The duration of the engagement will be initially for 2 years, which can be further extended based on mutual consent of both parties. In case of the Agency does not

fulfill the terms and conditions of contract, there is delay in submission of reports, there is lack of quality work, etc. the contract period will not be renewed.

7. Performance Security

An amount equivalent to the 5 % of the contract value shall be deposited by the bidder in the shape of Demand Draft/ Bank Guarantee from a scheduled bank, in favour of CEO, ORMAS Odisha towards Performance Security. The amount deposited by bidder towards Performance Security shall be refunded by Department to the Agency on satisfactory completion of the assignment.

8. Penalty

In case there is any deviation found as per service deliverables and timelines (as issued in the work order), there will be a penalty deduction @ 0.5% of the Contract Value per day against each activity upto a maximum 5% of the Contract value on each occasion. This amount of penalty would be adjusted against the payment. If the penalty shall reach maximum 5 % of the Contract value altogether, The Department shall terminate the contract giving minimum 30 days' notice period.

9. Insurance: Insurance to be Taken out by the Consultant/Agency:

The selected Consultant/Agency shall maintain, at its own cost and expense, appropriate and sufficient insurance coverage for the duration of the assignment. This shall include, but not be limited to, professional liability insurance, commercial general liability insurance, and workers' compensation insurance (if applicable), with limits adequate to cover any claims arising from errors, omissions, or negligence in the performance of services under this assignment. The Client reserves the right to review and approve the adequacy of the insurance coverage. The Consultant is responsible to take the insurance from the all-damages goods, services and employees during the contract period.

6. Section 4: Technical Bid Submission Forms

TECH -1

COVERING LETTER

(ON BIDDERS LETTER HEAD)

[Location, Date]

To:

The Chief Executive Officer

ORMAS, Panchayati Raj & Drinking Water Department

Bhubaneswar - 751001

Sub: Selection of a Media Consulting Agency for implementation of IEC activities" under ORMAS.

. [TECHNICAL BID]

Dear Sir,

I, the undersigned, offer to participate in the selection process for _____ in accordance with your RFP 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. Our proposal will be valid for acceptance up to 180 Days and I confirm that this proposal 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 RFP document. In case any provision of this RFP 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: _____

TECH -2

Bidder's Organisation (General Details)

SI 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 Bhubaneswar If Yes, Please furnish contact details	Yes / No
6	Bid Processing Fee Details Amount :	
7	EMD Details Amount :	
8	PAN Number	
9	Goods and Services Tax Identification Number (GSTIN)	
10	Willing to carry out the assignment as per the scope of work of RFP	YES
11	Accept all the terms and conditions as specified in the RFP	YES

Authorized Signatory [*In full and initials*]: _____

Name and Designation with Date and Seal: _____

TECH -3

Bidder Organisation (Financial Details)

	Financial Information in Lakh			
Details	FY2021-22	FY2022-23	FY2023-24	Average Turnover
Turnover of the organization				

Supporting Documents:

Audited certified financial statements for the last three FYs (Submission of copies of Income & Expenditure Statement and Balance Sheet for the respective financial years is mandatory along with this form)

Filled-in information in this format must have to be jointly certified and sealed by the CA and the authorized representative of the bidder failing which the proposal will be out rightly rejected.

Signature and Seal of the Chartered Accountant with Date

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

Communication Address of the Bidder: _____

TECH - 4**(BIDDER'S PAST EXPERIENCE DETAILS)****(List of relevant assignments only of similar nature)**

Sl. no.	Name of the Client (Govt/ Externally Aided Project/Agency etc.)	Nature of the assignment	Location and coverage (entire state, country, etc.)	Duration of Assignment (In month)	Value of Contract (in Lakh)	Remarks if any
A	B	C	D	E	F	H
1						
2						
3						
4						
5						

Note: Bidders are requested to furnish the list of the assignments undertaken/ completed during the last 5 Financial Years as on FY 2024-25 having contract value equal to or more than Rs.50 Lakhs as per the above prescribed format only.

Supporting documents must be attached.

Note: Information not conforming to the above format will be treated as non-responsive. Copies of the Lol/Work order / Contract Document / Completion Certificate etc. to be attached.

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

Communication Address of the Bidder: _____

TECH - 5

UNDERTAKING

(In Bidders Letter Head)

I, hereby undertake that, our organization has not been blacklisted / debarred by any of the Central / State Government Department/ Office or by any Public Sector Undertaking (PSUs) and not blacklisted by any authority as on date of bid submission.

Yours sincerely,

Authorized Signature [In full and initials]

Name and Designation of the Signatory: Name of the Bidder and Address:

3. Section 5: Financial Bid

COVERING LETTER

(In Bidders Letter Head)

[Location, Date]

To,

Chief Executive Officer
ORMAS, Panchayati Raj & Drinking Water Department,
Government of Odisha, Bhubaneswar, 751012

Sub: Submission of Financial Bid for **Selection of a Media Consulting Agency for implementation of IEC activities” under ORMAS.**

Sir,

I, the undersigned, offer to provide the consulting services for [Insert title of assignment] in accordance with your RFP No. _____, Dated: _____. Our attached Financial Bid is for the sum of [Insert amount(s) in words and figures]. This amount is excluding 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 RFP document. Segment wise rate as per format given in the RFP documents are given below:

Sl.	Particulars	Unit of Measures	Quantity for 1 year	Unit Price in Rs excluding GST	Total Amount for one year (in Rs.) excluding GST
A	B	C	D	E	F (DxE)
1	Preparation of communication and promotion plan for Department on an annual basis	To be submitted in the shape of a Booklet	Once in a year		
2	Development of IEC Materials				
a.	Conceptualize and design material for booklets, leaflets, posters, annual reports and other promotional materials.	Cost per Information Booklet	10		
		Cost per Leaflet / poster	100000		
		Cost per Annual Report	5		

b.	Newspaper advertisements Newspaper Ads of varying lengths. The agency will be responsible for conceptualizing and designing a variety of newspaper advertisements and will identify suitable newspapers for ad placements based on circulation, readership demographics, and relevance to ORMAS target audience. This includes both regional and national publications. The release plan will be decided by ORMAS and the publication rates will be as per approved Govt Rates.	quarter-page (Cost for creative design)	10 Nos Ads		
		half-page	10 Nos Ads		
		full-page	10 Nos Ads		
c.	Design e-booklets, e-annual reports and visually engaging presentation template for digital dissemination.	Cost per e-booklet	10		
		Cost per e-annual report	10		
		Cost per presentation template	5		
d.	<u>Develop Bi-Monthly Magazine</u> The agency will be responsible for developing monthly magazines for the different schemes and activities for ORMAS. The agency will ensure selection of articles, images and thereon providing content curation services by preparing and editing content, designing, layout, cover page and prepare the manuscript. The agency will also create specialized sections such as expert columns, interviews, case studies, infographics, and updates on government policies and programs.	E-Magazine (32 Pages)	6 Nos		
e.	<u>Develop animated content.</u> The agency will be responsible for developing animated content in Odia with dubbing in Hindi, English as desired. The agency will develop comprehensive sketches, scripts, and storyboards and provide the final animated videos / content	Production Rates for 30 Sec.	10		
		Additional charges for every extra 10 seconds production.	10		
		Dubbing rates per 10 secs.	10		
f.	<u>Develop Videos / Reels</u> The agency will produce viral reels and videos of varying	short-form content (20- 30 secs)	500		

	durations. The agency will focus on creating both short-form content (under 1 minute) for quick consumption and longer formats (1-3 minutes).	short-form content (under 1 minute)	500		
		longer formats (1-3 minutes)	250		
g.	Develop Podcasts The agency will develop a series of podcasts featuring interviews and discussions with government officials, experts, beneficiaries	Under 5 mins	25		
		5 mins – 10 mins	25		
		10 mins – 30 mins	25		
h.	Interactive Content The agency will also develop interactive content such as quizzes, surveys, and infographics that allow users to engage actively with information and Design social Media Creative Post	quizzes	25		
		surveys	15		
		infographics	50		
i.	Radio Advertising Per each Production and dubbing of radio jingles/spots. The agency will produce & dub radio messages / jingles in regional languages of Odisha and in Hindi and English. The agency will also prepare a distribution plan by selecting appropriate time slots and monitoring air-time to evaluate effectiveness in reaching target audiences.	Production Rates for 30 Sec.	25		
		Additional charges for every extra 10 seconds production.	25		
		Dubbing rates per 10 secs.	25		
j.	TV Ads / Spots. The agency will manage all aspects of production, including detailed storyboards for visuals, dialogue, and acting, casting actors and voice-over artists, filming high-quality commercials and post-production works like editing, sound design, and visual effects to create final products ready for broadcast. The agency will dub in regional languages of Odisha and in Hindi and English. The agency will prepare a distribution plan by selecting appropriate time slots and monitoring air-time to evaluate effectiveness in reaching target audiences.	Production Rates for 30 Sec	10		
		Additional charges for every extra 10 seconds production.	10		
		Dubbing rates per 10 secs.	10		
k.	Mobile/Cell Phone Based Promotional Advertisement	Promotional SMS Development	30		
		IVRS	5		
		Caller Tune	5		

I.	Wall Calendar Size : Crown (35.5 x 49 cm) Paper : 170 GSM Art Paper Multicolor Single Side Pages : 13 No's Sheet Binding : Wire Binding	Per Calendar	1		
	Table Calendar Size : 24 x 18 cm Paper : 300 GSM Art Paper Multicolor Both Side Print Pages : 13 Nos Sheet Binding : Wire Binding	Per Calendar	1		
3	News tracking & monitoring Monitoring and tracking all form of media (digital and electronic) and to evaluate the impact of different programmes of the Department. Digital/electronic media/ PR coverage and relevant keywords tracking and monitoring of perception, sentiment, positive & negative stories etc. to be reported to the Department. Weekly Report to be submitted to the Department	Weekly Report to be submitted	52		
4	Exhibits and Outdoor Media Design				
a.	Hoardings The Agency shall identify locations minimum 1500 locations across the State. The amount quoted by the Agency shall include designing, only.	Overall cost of designing only	50 Nos		
b.	Outdoor Banners and Frame The agency shall design the banners and frame	Design	1		
c.	Minimum of 100 Nos. of Buses (to be branded preferably using vinyl stickers/ Paper Stickers) on major routes connecting Districts Headquarters. The quantity may be increased or decreased as per the requirement. The Agency	Buses Branding - design	10 Nos		

	shall create design and install as per bus panel display area.				
6	Outreach Activities				
a.	Workshops and Seminars The agency will develop concept for each workshop or seminar, including objectives, target audience, format (e.g., presentations, panel discussions, hands-on activities), and expected outcomes. Identify suitable venues for hosting workshops and seminars based on accessibility, capacity, and facilities required (e.g., audio-visual equipment, seating arrangements). Coordinate logistics such as catering, transportation for speakers, materials (handouts, brochures), and equipment (projectors, microphones). Develop promotional materials (flyers, social media posts). Collaborate with local NGOs, organisations, and community groups to promote participation. Prepare a comprehensive report summarizing the outcomes of the events, including participant feedback, attendance numbers and key takeaways	Per Workshop / Seminar	10		
b.	Road Shows The agency will organize a series of road shows designed to raise awareness about ORMAS initiatives. These events will be strategically planned to take place in key locations across various districts, ensuring maximum visibility and engagement with local populations. The agency will coordinate the hiring of vehicles that will serve as platforms for ORMAS community outreach plan. These vehicles will be branded with eye-catching graphics that reflect ORMAS's identity and key initiatives. The road shows will feature interactive activities such as live demonstrations, informational booths, and opportunities for beneficiaries to engage. The	Per Vehicle Hiring & Branding. Per Kms. Vehicle Movement for 30 districts. Audio Visual set with Power back-up	30		

	agency will develop promotional materials for distribution including brochures, flyers, audio-video materials and others. The agency will coordinate logistics for the road shows, including route planning, scheduling, and securing necessary permits				
c.	Folk Shows The agency will conceptualize and develop comprehensive script for the folk shows: Crafting compelling narrative that effectively Communicates DEPARTMENT's initiatives, achievements, and objectives. Developing a detailed script that outlines dialogue, stage directions, and performance elements. Crafting short skits that illustrate key aspects of DEPARTMENT's initiatives in an entertaining and educational manner. Develop promotional materials such as posters, social media posts, and community announcements to generate excitement about the folk shows. Identify suitable venues for hosting the folk shows within target communities.	Per Folk Show. Average 5 artists Per Troupe (no of artists will vary) Event Coverage 4 Hours	30		
7.	Photography & Videography: The agency shall make corporate films/ Still photography to display in the caravan and in all displays. It may produce success stories, case studies, documentary videos on the scheme and the campaign. The agency will use drones for shooting of content as per directions.	Per Still Photographs	5		
		Per Corporate Film of 15 - 20 minutes	5		
		Per Documentary Film	5		
8	Coffee Table Book Conceptualization, lay out designing, typesetting of a multi colour book (including covers) . Dimension of the book – 11.5 x 11.5 inches Number of pages – 120-140 . The design should be suitable for printing on Art Paper of 130 GSM and Cover of 150 GSM. Artworks, illustrations, infographics etc. suitable for the text information and as per layout . Photographs as required	Per Coffee Table Book	5		
	Total excluding GST				

	GST				
	Grand Total including GST				

Undertaking:

All the information has been submitted as per the prescribed format and procedure.

Authorized Signatory [*In full and initials*]: _____

Yours faithfully,

Authorized Signatory [*In full and initials*]:

Name and Designation of Signatory with Date and Seal:

4. Section 6: Bid Submission Check List

SN	Description	Submitted (Yes/No)	Page No.
TECHNICAL BID			
(PART – A)(ORIGINAL)			
1	Filled in Bid Submission Check List (SECTION-6)		
2	Covering Letter (TECH -1)		
3	Bid Processing Fee of Rs. 5,900 /- (date and online number)		
4	EMD of Rs. 2,00,000/- (date and online number)		
5	Copy of Certificate of Incorporation / Registration of the Bidder		
6	Copy of PAN		
7	Copy of Goods and Services Tax Identification Number (GSTIN)		
9	General Details of the Bidder (TECH - 2)		
10	Financial details (Turnover) of the bidder (TECH – 3) along with all the supportive documents such as copies of Income-Expenditure Statement and Balance Sheet for the concerned period along with IT returns.		
11	List of assignments of similar nature (Experience Details) (TECH – 4) along with the copies of work orders/agreement etc. for the respective assignments		
12	Undertaking for not have been black-listed by any Central / State Government as on date of bid submission. (Tech-5)		
FINANCIAL BID			
1	Covering Letter (Section-5)		

***** End of the Document*****