



ଓଡ଼ିଶା ଗ୍ରାମ୍ୟ ଉନ୍ନୟନ ଓ ବିପଣନ ସମିତି
ପଞ୍ଚାୟତିରାଜ ଓ ପାନୀୟ ଜଳ ବିଭାଗ, ଓଡ଼ିଶା ସରକାର
Odisha Rural Development & Marketing Society
creating competence and values in rural Odisha
Panchayati Raj and DW Department, Government of Odisha

ORMAS
BHUBANESWAR

No. 2166

Date: 05/07/2025

File No: ORMAS-MKT-MISC-0005-2025

Corrigendum Notice to the RFP No. 2023 dated 26.06.2025

Selection of Marketing/Digital Marketing Agency under ORMAS for strengthening and expansion of Rural Products Network in the Market

In referring to the RFP No. 2023 dated 26.06.2025 and subsequent to the pre-bid meeting held on 04.07.2025 at 11.30 AM in the ORMAS Conference Hall, the queries were clarified and the modifications have been made. The detailed pre-bid clarifications and the Corrigendum Notice can be referred to and downloaded from these websites www.ormas.org/panchayat.odisha.gov.in/ www.tendersodisha.gov.in

Rathore
5.7.25

Chief Executive Officer,
ORMAS, Bhubaneswar

Corrigendum Notice to the RFP Notice No.2023 dated 26.06.2025

" Selection of Marketing/Digital Marketing Agency under ORMAS for strengthening and expansion of Rural Products Network in the Market."

Venue-ORMAS Conf. Hall, SIRD Campus

Date- 04.07.2025

Sl. No	Page no. and Original RFP Clause reference	Original RFP reference	Clarifications/Modifications
1	Technical Bid Evaluation Parameter – SL No 4 on Page No. 14	Technical Presentation (The score will be awarded by committee based on the technical and experience aspects) Understanding of the ToR – 5 Marks Approach and Methodology – 20 Marks Work Plan, Timelines & Organisation and Structure – 5 Marks Showcase portfolio and case studies past work- 10 Marks Total Marks – 40 Documents required - Bidders will make a presentation before the Client during the technical evaluation stage for 15 minutes only.	Technical Presentation (The score will be awarded by committee based on the technical and experience aspects) A) Overall Proposal – 20 Marks - A comprehensive presentation of the agency's understanding of the project vision and objectives. - Detailed methodology for executing the assignment, including planning, team structure, timelines and monitoring mechanisms. - Integration of online and offline channels to increase brand visibility and sales B) Brief Presentation on ORMAS Rebranding for Retail Outlets – 10 Marks - A creative and professional rebranding concept for ORMAS retail outlets - Visual branding themes (logo, tagline, colors, typography) - Participating agencies may also suggest a name for the retail outlets) C) Branding Strategy for Products Made from Mahua (Chocolates, Cookies and Beverages) – 5 Marks - Branding and packaging concepts for Mahua-based value-added products. - Market segmentation, pricing strategy, and consumer targeting D) Showcase of Portfolio and Case Studies of Past Work – 5 Mark - Case studies of similar projects handled in rural development, FPO promotion, tribal marketing, government branding or retail brand building. Total Marks – 40 Documents required - Bidders will make a presentation before the tender committee during the technical evaluation stage. The time allotted for the presentation shall be a maximum of 20 minutes.

2	Technical Bid Evaluation Parameter – SL No 2 on Page No. 14	The agency should have an Average annual turnover of Rs. 5 Crore in the last three financial year (2021-22, 2022-23 & 2023-24). - Between 5 crore to 10 crore - 10 marks - Every one crore shall carry 2 marks maximum up to 20 marks Total Marks – 20 Documents required - Audited Financial Statements signed by the CA	The agency should have an Average annual turnover of Rs. 5 Crore in the last three financial year (2021-22, 2022-23 & 2023-24). - Between 5 crore to 10 crore - 10 marks - After 10 Crore, every 1 crore shall carry 2 marks maximum up to 10 marks. Total Marks – 20 Documents required - Audited Financial Statements signed by the CA
3	Pre-Qualification/Eligibility Criteria – SL No 3 on Page No. 11	The Agency must have experience of minimum of 3 projects of Digital marketing Management or relevant assignments for any Central Government or State Government or Union territories or Public Sector Undertaking or Listed company under (Sensex), in the last 5 financial Years Both ongoing/completed assignment will be considered.	Work orders related solely to Social Media Management, Digital Marketing or Managing Communication Cells will not be considered sufficient for prequalification under the "Relevant Experience" criteria. The purpose of this RFP is to select a Marketing Agency. Therefore, only those work orders that clearly show experience in complete marketing work—such as product branding, running marketing campaigns, retail promotion, advertising strategy, market outreach, boosting sales etc. will be accepted as valid and relevant for prequalification and evaluation.
4	Annexure-A, SL No. 6 – Retail Management (Marketing & Campaigns)	Micro Area – Integrated marketing plan covering in-store promotions, print collateral development, and external digital/media campaigns through unified calendar. Deliverables - 1 Annual Integrated Marketing Plan + 4 Quarterly Updates; Minimum 6 Print, 12 Digital & 12 Event Campaigns per Outlet Annually	For physical installations including banner, advertisement cost will be borne by ORMAS.

Ratna
5.7.22

**Chief Executive Officer,
ORMAS, Bhubaneswar**