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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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SIRD & PR Campus
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No. **2504**

Date: **14/08/2025**

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

REQUEST FOR PROPOSAL (RFP)

ORMAS under the Panchayati Raj & Drinking Water Department, Government of Odisha (the Client) invites sealed proposals from the eligible bidders through e-tender process for following activities:

1. Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce.
2. Selection of an Agency for Strengthening ORMAS Retail Outlets and Establishing Airport Retail Stores to Promote ORMAS Supported Rural Products

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 major events under the bid process are:

Sl. No.	RFP for the activities	Last Date for Submission of Proposal	Mode of Submission	Date of Opening of Technical proposal	Date of Technical presentation and opening of Financial Proposal
1	Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce	03.09.2025 (by 5:00 PM)	Online (e-tender) www.tendersodisha.gov.in	04.09.2025 (at 11.00 AM)	To be communicated later
2	Selection of an Agency for Strengthening ORMAS Retail Outlets and Establishing Airport Retail Stores to Promote ORMAS Supported Rural Products	04.09.2025 (by 5:00 PM)		06.09.2025 (at 11.00 AM)	

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.

Rathore
14/8
Chief Executive Officer,
ORMAS

Memo No. **2505**

Date: **14/08/2025**

1. Copy to e-Governance Cell, PR&DW Department, Government of Odisha for publication in the website of the Department for wide publicity.
2. Copy to Ms. Bishnupriya Barik, Project Executive, ORMAS for publication in the Website and Notice Board of ORMAS without delay for wide publicity.

Rathore
14/8
Chief Executive Officer,
ORMAS

REQUEST FOR PROPOSAL

FOR

**SELECTION OF AN AGENCY FOR END-TO-END PROMOTION OF
ORMAS PRODUCTS THROUGH DIGITAL MARKETING AND E-
COMMERCE**

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

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

Table of Contents

1.	FACT SHEET.....	5
2.	E-TENDERING.....	7
3.	SECTION 1: Letter Of Invitation	9
4.	SECTION 2: Information to the Bidder.....	10
5.	SECTION 3: Terms of Reference (ToR)	20
6.	SECTION 4: Technical Bid Submission Forms	28
7.	SECTION 5: Financial Bid.....	35
8.	Annexure.....	40
9.	BID SUBMISSION CHECK LIST	40

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

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.

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

1. FACT SHEET

Sl. No.	Particular	Details
1.	Name of the Client	Chief Executive Officer, ORMAS, Panchayati Raj & Drinking Water Department, Government of Odisha
2.	Method of Selection	Quality cum Cost Based Selection (QCBS) Method-80:20
3.	Mode of Submission	Online (e-tender) www.tendersodisha.gov.in
4.	Date of Issue of RFP(e-tender)	14.08.2025
5.	Deadline for Submission of Pre-Proposal Query	21.08.2025(by 5:00 PM) (through email toormasmarketing@gmail.com and ormashq@gmail.com)
6.	Date of Pre-Proposal Meeting at ORMAS Conference Hall	22.08.2025 (at 11.30 AM)
7.	Due date for submission of proposals	03.09.2025 (by 5:00 PM) www.tendersodisha.gov.in)
8.	Date of opening of Technical Proposal	04.09.2025 (at 11.00 AM)
9.	Date of Technical Presentation and Opening of Financial Proposal	To be communicated later
10.	Tender Processing Fee (Non-Refundable)	Rs. 10,000/- + GST: 18 % = Rs. 11,800/- (Rupees Eleven Thousand Eight Hundred Only) (throughonline mode)
11.	Earnest Money Deposit (EMD) (Refundable)	Rs.1,00,000/- (Rupees One Lakh only) (through online mode) (Exemption of EMD isNot Allowed)
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

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

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: ormasmarketing@gmail.com and ormashq@gmail.com Contact person: 1. Mr. Swapan Goswami, Joint CEO, ORMAS, Mob. 8328848026 2. Ms. Pratikshya Sahoo, Expert (Marketing), Mob. 7875783829
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NOTE:

- Amendments/ Corrigendum(a) to the RFP document, if any, would be published on the website only. Please visit the website: www.ormas.org/www.panchayat.odisha.gov.in/www.tendersodisha.gov.in regularly for the same.
- Proposals must be submitted before the date, time and venue mentioned in the Factsheet through Online (e-tender) www.tendersodisha.gov.in. Proposals that are received after the deadline will not be considered.
- The Chief Executive Officer, ORMAS reserves all the rights to cancel the Selection Process and reject any or all the proposals at any point of time.
- No contractual obligation whatsoever shall arise from the RFP document unless and until a formal contract is signed and executed between the Chief Executive Officer, ORMAS and the Selected Bidder.
- The Chief Executive Officer, ORMAS disclaims any factual or other errors in the RFP document (the onus is purely on each Bidder to verify such information) and the information provided therein are intended only to help the Bidder(s) to prepare a proposal in accordance with the terms and conditions as set out in this RFP document.

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 enrollment has to be done with the e-token, after logging into the portal. The e-token may be obtained eMudhraCA/GNFC/IDRBT/MtnlTrustline/SafeScript/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 they should be in PDF format. If there is more than one document, they can be clubbed together.
- 11) Bidder should arrange for the EMD as specified in the tender.
- 12) The original should be posted/couriered/given in person to the Tender Inviting Authority, within the bid submission date and time for the tender.
- 13) The bidder reads the terms and conditions and accepts the same to proceed further to submit the bids
- 14) 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.
- 15) 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.

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

- 16) 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.
- 17) 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.
- 18) The bidder may submit the bid documents online mode only, through this portal. Offline documents will not be handled through this system.
- 19) 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.
- 20) After the bid submission, the bid summary has to be printed and kept as an acknowledgement as a token of the
- 21) 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.
- 22) Successful bid submission from the system means, the bids as uploaded by the bidder is received and stored in the system.
- 23) System does not certify for its correctness.
- 24) 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
- 25) 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 (IST) which is GMT+5:30. The bidders should adhere to this time during bid submission.
- 26) 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.
- 27) 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).

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

3. SECTION I: Letter Of Invitation

RFP No:

Dated:

Name of the Assignment: "RFP for Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce".

1. ORMAS under the Panchayati Raj & Drinking Water Department, Government of Odisha (The Client) invites online Bid from eligible bidders for **"RFP for Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce"**. More details on the proposed assignment are provided at **Section-3: Terms of Reference (ToR)** of this bid document.
2. Agency will be selected under **Quality & Cost Based Selection (QCBS) method (80:20 procedures)** as prescribed in the RFP Document.
3. The proposal, complete in all respect as specified in the RFP document must be accompanied with a **Non-refundable** amount of **Rs. 10,000/- + Rs. 1800 (GST @18 %)= Rs. 11,800 (Rupees Eleven Thousand Eight Hundred)** towards **Tender Processing Fee** and a **refundable** amount of **Rs. 1,00,000/- (Rupees One Lakh only)** 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 – I**]
 - b. Information to the Bidder [**Section – II**]
 - c. Terms of Reference [**Section – III**]
 - d. Technical Bid Submission Forms [**Section – IV**]
 - e. Financial Bid Submission Forms [**Section – V**]
 - f. Annexures [**Section – VI**]
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

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

4. SECTION II: Information to the Bidders

Pre-Qualification/Eligibility Criteria:

Before opening and evaluation of the technical proposals, each bidder will be assessed based on the following pre-qualification criteria. The bidder is required to produce the copies of the required supportive documents / information as part of their technical proposal failing which the proposals will be rejected.

Sr. No.	Pre-Qualification Criteria	Specific Requirement	Documents Required
1	Legal Entity	The Bidder/Bidder shall be in operation for the past Three (3) years as on submission of the bid and shall be registered as: a. Company under Companies Act, 1956/2013 or b. Society registered under The Societies Registration Act, 1860 or c. Trust registered under the Indian Trusts Act, 1882 or d. Partnership Firm registered under the Indian Partnership Act, 1932 or e. Limited Liability Partnership registered under The Limited Liability Partnership Act, 2008 registered	Registration documents of the Bidder as a duly registered legal entity in India along with: ● Registration document showing incorporation of the Bidder; ● Copy of the Registration Deed and Byelaws, in case of Society ● Certified copy of Trust Deed in case of Trust ● Certified copy of registered Partnership Deed; ● PAN Card of the registered legal entity ● GST certificate of the registered legal entity ● Any other supporting document, as may be required
2	Operation	The Agency should have been in operation for the past three years as on the date of issue of RFP and filed ITRs for the last three FYs (i.e., FYs 2021-22, 2022-23 & 2023-24)	Last three financial years Audited Financial Statements duly sealed & signed by a Chartered Accountant in practice, along with ITR for the said periods and the latest GST Return in (GSTR-3B). Provisional Audit Report for any of the FYs will not be accepted
3	Financial Capacity	The Bidder shall have an average annual turnover of at least INR 5 Crore over the last three FYs 2021-22, 2022-23 & 2023-24. This must be the individual Bidder's turnover and not that of group companies/organizations.	Financial Details of the bidder (TECH - 3) along with copies of last three FY's Audited Financial Statement duly sealed & signed by a Chartered Accountant in practice.

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

4	Blacklist	The Bidder shall not have been blacklisted by any Central / State Government Ministry in India or Public Sector Undertakings or any Government Agencies.	Undertaking by the Authorized Signatory (TECH-6)
5	Consortium	No consortium/ JVs/ associations/ subcontracting shall be allowed under this project.	Declaration of submitting as independent Bidder from the Authorized Signatory (TECH-7)
6	Experience	The Agency in the last 5 financial Years must have experience of handling minimum of 3 nos. of projectson Promotion of Products through Digital Marketing and E-Commerce having minimum project value of Rs.10 lakh each, undertaken for any agency under Central or State Government or Union territories or Public Sector Undertakings or Listed companies under BSE/NSE. Both ongoing/completed assignment will be considered.	Copies of Relevant Work Orders/Sanction Orders/ MOUs/ Engagement Letters/ Completion Certificates or equivalent documentary evidence should be provided as proof (TECH-5)
7	Authorized Representative	A Power of Attorney in the name of the person signing the proposal.	Original Power of Attorney (Notarized on a Rs. 100/- Non-Judicial Stamp Paper) (TECH-4)
8	Cost of Tender/ Tender Fee	The Bidder shall furnish a Tender Fee of Non-refundable amount of Rs. 10,000/- + Rs. 1800 (GST @18 %) = Rs. 11,800 (Rupees Eleven Thousand Eight Hundred Only)	Payment to be done through online mode
9	Earned Money Deposit (EMD)	The Bidder shall furnish EMD for a sum of Rs. 1,00,000/- (Rupees One Lakh Only)	Payment to be done through online mode

Documents to be submitted along with TECHNICAL BID (PART-A):

The bidder must furnish the following documents duly signed in along with their Technical Proposal:

- Filled in Bid Submission Check List in Original (Annexure-I)
- Covering letter (TECH – 1) on bidder's letterhead requesting to participate in the selection process
- Bid Processing Fee & EMD as applicable
- Copy of Certificate of Incorporation/ Registration

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

- Copy of PAN
- Copy of Goods and Services Tax Identification Number (GSTIN)
- Copies of IT Return for the last three financial years FY, 2021-22, 2022-23 & 2023-24 and the latest GST Return (in GSTR-3B)
- 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.
- Power of Attorney (TECH – 4) in favour of the person signing the bid on behalf of the bidder or Board of Directors
- List of completed assignments of similar nature (Past Experience Details, TECH – 5) along with copies of contracts / work orders / completion certificate from previous Clients
- Self-Declaration from the Bidder on not blacklisted (TECH-6)
- Non-Consortium Declaration (TECH-7)

Note:

Bidders should submit the required supporting documents as mentioned above. Bids not conforming to the eligibility criteria and non-submission of required documents as listed above will lead to rejection of the bid. Submission of forged documents will also result in rejection of the bid. Bidders are advised to study all instructions, forms, terms & conditions, and other important information as mentioned in the RFP document. The proposal must be completed in all respect, indexed. Each page should be numbered and signed by the authorized representative. Client at its own discretion reserves the right to ask for clarifications/supporting documents at any time during evaluation.

1. Bid Processing Fee:

The bidder must furnish as part of technical Bid, the required bid processing fee amounting to **Rs. 10,000/- + Rs. 1800 (GST @18 %) = Rs. 11,800** (Rupees Eleven Thousand Eight Hundred) 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. 1,00,000 /-** (Rupees One Lakh Only) 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 of the successful bidder will be released only after furnishing the required Performance Security and signing of the contract. The EMD will be forfeited on account of the following reasons:

- A Bidder engages in a corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice as envisaged under this RFP (including the standard form of Work Order); or,

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

- If any Bidder withdraws its Proposal during the Bid Validity Period as specified in this RFP and as extended by the Bidder from time to time; or,
- In the case of the Selected Bidder, if the Selected Bidder fails to accept the Work Order or execute the Contract or fails to furnish the Performance Security within the specified time limit; or,
- If the Bidder commits any breach of terms of this RFP or is found to have made a false, representation to the client; or

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- Proposal Meeting and Queries:

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 Proposals:

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

6. Evaluation of Proposals

A Three stage evaluation process will be conducted 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 proposal complies with the prescribed eligibility condition and the requisite documents / information have been properly furnished by the bidder or not. Submission of documents/ information as per Pre-Qualification/Eligibility Criteria will be verified.

The bidder is required to produce the copies of the required supportive documents/information as

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

part of their technical proposal failing which the proposals will be rejected.

B. Technical Evaluation (2nd Stage):

Technical proposal will be opened and evaluated for those bidders who qualify the preliminary evaluation stage. Detailed evaluation process as per the following parameters will be adopted for proposal evaluation:

Sl. No.	Criteria	Maximum Mark	Documents Required
1	Financial Capacity & Experience	60 Marks	
1.1	Turnover: The agency should have an Average annual turnover of INR 5 Crore in the last three financial year (i.e. FY: 2021-22, 2022-23 & 2023-24). <i>Scoring Criteria:</i> • Turnover above INR 5 crore and upto INR 10 crore: 10 marks • Turnover above INR 10 crore: Every one crore shall carry 2 marks (maximum up to 20 marks)	20	Financial details of the Bidders in TECH-3 duly signed by the CA
1.2	Past Experience: Prior experience of implementing and managing projects in Central/ State Government/ Public Sector Undertaking/ Listed companies under BSE/NSE on Promotion of Products through Digital Marketing and E-Commerce: • Minimum 3 years: 5 Marks • Each additional years after 3 years: 1 Mark (Maximum up to 10 marks)	10	Copy of certificate of Incorporation/Registration along with Letter of Intent/Work Order/Agreement/ Client Certificate etc.
1.3	Projects Undertaken: The Agency must have experience of implementing and managing projects in Central/ State Government/ Public Sector Undertaking/ Listed companies under BSE/NSE in projects on Promotion of Products through Digital Marketing and E-Commerce involving products of similar nature, in the last 5 financial Years (having minimum project value of Rs.10 lakh each) • Each assignment /work shall carry 3 marks (Maximum up to 30 marks) • Both ongoing / completed assignment will be considered	30	Copy of Letter of Intent/Work Order/Agreement/ Client Certificate etc.

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

2	Technical Presentation	40 Marks	
4	Technical Presentation (The score will be awarded by committee based on the technical and experience aspects) a) Understanding of the ToR: 5 Marks , b) Approach and Methodology: 20 Marks , c) Work Plan, Timelines & Organisation and Structure: 5 Marks , d) Showcase portfolio and case studies past work: 10 Marks	40	Bidders will make a presentation before the Client during the technical evaluation stage for 15 minutes only.
	Grand Total	100	

The minimum qualifying mark is: 70

Copies of work orders / original experience certificates from the clients / MoU / agreements etc must be submitted as a proof for each assignment. Ongoing assignments will be considered for evaluation.

Selection of Bidder for Financial Proposal

The Financial Proposals of only those applicant firms, qualifying the technical evaluation i.e. the 2nd stage who are scoring at least **70 marks** out of 100 total marks only, shall be considered for opening of financial proposals. The financial proposals shall be opened in the presence of the bidder/bidder's representative who wishes to attend the meeting with proper authorization letter. The name of the bidder along with the quoted financial price will be announced during the meeting.

C. Evaluation of Financial Proposal (3rd Stage)

- QCBS method will be followed during the overall selection process. The financial bids of technically qualified bidders will be opened on the prescribed date in the presence of bidder's representatives.
- Financial Proposals of only those applicant Agencies who are technically qualified (i.e., obtain minimum **70 marks** in Technical Evaluation) shall be opened.
- The financial bid will be opened only of the shortlisted/qualified bidders. Accordingly, the financial score (F) for each of these shortlisted/qualified bidders will be calculated. The lowest bidder would be awarded a financial score of 100. The Cumulative score (C) will be evaluated based on the following ratio 80 (T): 20 (F).

Financial score (F)	:	(Lowest price quote/Price quote of the bidder) * 100
Cumulative score (C)	:	{80 *(T) + 20*(F)}/100

- The firm getting highest Cumulative score (C) based on technical and financial evaluation will be awarded the contract.
- For the purpose of evaluation, the total evaluated cost shall be inclusive of all taxes & duties for which the Client shall make payment to the Bidder including overhead expenses.

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

7. Type of Contract/ Service:

This is a Time-Based Contract. The staff shall be deployed by the agency on full time basis in hybrid mode. The mode of the assignment is only setting up “**Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce**”.

8. Payment Modalities:

The Payment will be released to agency on achieving milestones/agreed work plan as per the ToR, on submission of Invoice and a monthly report.

9. Contract Negotiations:

Contract negotiation, if required will be held at a date, time and address as intimated to the selected bidder/s. The bidder will, as a pre-requisite for attendance at the negotiations, confirm availability of all the proposed staff for the assignment. Representative conducting negotiations on behalf of the bidder must have written authority to negotiate and conclude a contract. Negotiation will be performed, if any and availability of proposed professionals etc.

10. 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 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 1 (one) year from the date of effectiveness of the contract. Based on successful completion of 1st year the tenure of the contract may be extended with same terms and conditions of the proposal. *Sub-contracting / outsourcing of any form shall not be allowed for any activities under this RFP.*

11. Conflict of Interest:

Conflict of interest exists in the event of:

- Conflicting assignments, typically monitoring and evaluation/environmental assessment of the same project by the eligible bidder.
- Consultants, agencies or institutions (individuals or organizations) who have a business or family relation with the Client directly or indirectly; and
- 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.

12. 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 or have been the 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

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

relation to the Bidder's personal or business matters or an arrangement with creditors, or of any other similar proceedings.

- c. Bidders must disclose if they have been convicted of, or are the subject of any proceedings relating to:
- 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;
 - Corruption including the offer or receipt of an inducement of any kind in relation to obtaining any contract;
 - Failure to fulfill any obligations in any jurisdiction relating to the payment of taxes or social security contributions.

13. Anti-corruption Measure:

- 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.
- 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.

14. 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 hereunder 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 agent's 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.

15. Language of Proposals:

The proposal and all related correspondence exchanged between the bidder and the Client shall be written in the English language. Supporting documents and printed literature that are part of the proposal may be in another language provided they are accompanied by an accurate translation of the relevant passages in English with self-certification for accuracy, in which case, for the purposes of interpretation of the Proposal, the translated version shall govern.

16. Cost of bidding:

The Bidder shall bear all costs associated with the preparation and submission of its proposal. The Client shall not be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process. Bidder/s is/are not allowed to submit more than one proposal under the selection process. Alternate bids are also not allowed.

17. Legal Jurisdiction:

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

18. 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.

19. 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.

20. 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.

21. 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.

22. 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.

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 III: Terms of Reference (ToR)

“RFP for Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce”.

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.

Over the years, ORMAS has developed marketing channels, primarily through physical platforms such as exhibitions, corporate collaborations, intra-government partnerships, retail ventures, and bulk supply mechanisms. Further, ORMAS has recently expanded its outreach by leveraging e-commerce platforms, including Amazon, eNAM, ONDC, and GeM, to enhance market access for CBOs and their products.

To strengthen its marketing presence for different farm/nonfarm/NTFP products produced by the CBOs, ORMAS aims to improve branding, retail operations, digital marketing, and participation in national-level exhibitions.

This scope of work focuses on development of e-commerce strategy and digital marketing initiatives to ensure wider reach and sustainable growth for ORMAS promoted products.

With the increasing role of digital platforms in today's market, ORMAS also aims to strengthen its online presence through effective website management, search engine optimization (SEO) and social media engagement.

By implementing a structured approach to branding, customer engagement, promotional campaigns etc. ORMAS seeks to enhance sales, build a loyal customer base and ensure the sustainability of rural businesses.

2. Objective:

- To strengthen ORMAS's retail initiatives by execute promotional campaigns to expand market reach.
- To enhance ORMAS's e-commerce and digital presence by improving website usability, optimizing search engine rankings and creating engaging content to drive online traffic.
- Through social media management, the initiative seeks to develop platform-specific content, increase audience engagement and run targeted ad campaigns and influencer collaborations. Additionally, it aims to track performance metrics and optimize digital marketing strategies for better reach and impact.

3. Scope of Work

A- Commerce/Digital Media Strategy:

ORMAS is developing an e-Commerce platform by engaging empaneled software developer agency to enhance market access and streamline operations. The e-Commerce module facilitates direct buyer-seller linkages, showcasing products from 30 districts, enabling bulk and retail transactions, and integrating shipment tracking of products & secure payment gateways. In this context, the organization intends to provide inputs & redesign the eCommerce website, manage content, implement SEO strategies, and monitor performance analytics. The following key activities, among others, are expected to be carried out by the Agency:

1. Website UI/UX Optimization:

- a. The agency will be responsible for formulating and implementing a comprehensive Website Revamp and Design Strategy. This includes conducting one detailed Website Audit to assess the current structure, user engagement, and design efficiency. Based on the audit findings, TSA will carry out one complete UI/UX Redesign, aimed at improving user navigation, visual coherence, and overall customer experience.
- b. The agency will propose and implement strategies to enhance user engagement and conversion on the website.

2. **Product Listing Pages:** The agency to develop Product Listings & Content, ensuring at least 300 high-quality product descriptions are uploaded to the website. TSA will also establish standardized content guidelines (brief descriptions, guiding customers towards individual product detail pages etc.) for new products across farm and non-farm product categories.

3. **Product Photography and Content Creation:** As part of the Product Listings & Content module, the agency will undertake ORMAS empaneled/hired Photography and Videography agency, delivering a minimum of 300 high-resolution images and 50 product videos. Each product will be photographed from at least six different angles to provide customers with a comprehensive view, enhancing the trust and appeal of the listings. Additionally, product videos will at least 1 minute to highlight key features of the product, use-cases, and craftsmanship, offering dynamic storytelling for better customer engagement.

4. SEO Strategy:

- a. The agency to formulate and implement SEO & Performance strategy to improve visibility and reach of Odisha's rural products. This includes developing a comprehensive On-Page and Off-Page SEO Strategy, aligned with the latest search engine algorithms and best practices. TSA will deliver one Master SEO Strategy, encompassing keyword research, metadata optimization, content alignment, backlink plans, and site performance metrics. Additionally, TSA will provide monthly updates and refinements to ensure continuous improvement in search rankings and digital performance. The goal is to drive organic traffic, increase product discoverability, and boost online sales through strategic and data-driven SEO practices.
- b. The agency will be responsible for the consistent creation of engaging and relevant content through monthly blog development. The TSA will deliver a minimum of two high-quality blogs per month, focused on promoting Odisha's rural products, handloom, handicrafts, and food processing items. These blogs will be strategically aligned with

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

ongoing SEO efforts, aiming to enhance keyword visibility, increase audience engagement, and position the website as a knowledge hub for authentic rural and eco-friendly products.

- c. The agency will be responsible for setting up and integrating Google Analytics and Search Console to enable performance tracking and real-time data monitoring of the e-commerce platform. TSA will develop and maintain an **SEO Monitoring Dashboard** to track keyword rankings, organic traffic, user behavior, conversion rates, bounce rates, and other relevant KPIs.

B- Social Media Platform Management for Product Promotion:

The agency shall manage content strategy and execution across **three key platforms – Instagram, Facebook, and LinkedIn**. Instagram and Facebook will be the primary focus for consumer engagement, brand promotion, and content delivery. LinkedIn will be utilized strategically to build business connections and strengthen institutional presence. The agency will manage content creation as per set target, track engagement metrics, and design targeted advertising campaigns. Regular audits and performance reports will ensure that social media efforts align with ORMAS's broader marketing objectives.

1. **Social Media Post:** The agency to create and manage engaging content tailored for Instagram, with posts automatically shared to Facebook. The TSA will be responsible for delivering 20 high-quality social media posts per month that align with the brand's voice, seasonal campaigns, product promotions, and customer engagement goals.
2. **Reels and Short Video:** The agency to develop and post 10 short-form videos (Reels) per month. These videos will be designed primarily for Instagram and Facebook platforms, ensuring cross-sharing functionality. Each video must follow the platform-specific duration guidelines—15 to 30 seconds for Instagram Reels (maximum 90 seconds) and 20 to 45 seconds for Facebook Reels (maximum 60 seconds). Content should highlight brand stories, product showcases, customer engagement, events, or behind-the-scenes footage. TSA is expected to handle scripting, shooting (if applicable), editing, and captioning to produce engaging and visually appealing videos that drive user interaction and brand recall.
3. **Social Media Story Management & Content Optimization:** The selected agency will be responsible for end-to-end management of social media stories across platforms such as Instagram and Facebook. This includes the creation and scheduling of 50 stories per month ensuring timely and strategic dissemination to maximize audience reach and engagement. The content must be concise, visually appealing, and aligned with the brand's tone and objectives.
4. **Community Engagement and Timely Response on social media:** The agency will responsible for meaningful community engagement across all 3 targeted social media platforms. This includes timely responses to comments, direct messages, and inquiries with a response time of less than 24 hours.
5. **Influencer Marketing:** The agency shall facilitate Instagram influencer collaborations to drive brand awareness and social media growth. This includes organizing a minimum of 5 influencer tie-ups per quarter with influencers having a follower base of **50,000 to 1,00,000**. The influencers will primarily create Instagram Reels, focusing on engagement-based outcomes. ORMAS will evaluate and process payment based on performance metrics such as post views, likes, and comments. Each campaign must generate at least a 5% engagement rate, ensuring a minimum of 5,000 views and 500 interactions (likes/comments) per post to be considered successful.

6. Ad Campaigns:

- a. **Google Ad Campaigns for Audience Reach and Visibility:** The agency shall be responsible for planning, executing, and monitoring Google Ads Campaigns, with the objective of maximizing audience reach and online visibility. The agency must deliver one campaign per month, each designed to generate a minimum of 50,000 impressions (unique views).
- b. **Facebook & Instagram Advertising:** The agency shall be responsible for planning, executing, and monitoring Facebook & Instagram Ad Campaigns to boost brand awareness, engagement, and product visibility. The agency shall execute two campaigns per month, ensuring a minimum of 1,00,000 impressions per month.
- c. **Retargeting for Audience Re-Engagement:** The agency to design and execute a Retargeting Strategy through Remarketing & Retargeting Ads to re-engage users who have previously interacted with ORMAS content or visited its digital platforms.
- d. **Ad Campaign Performance Monitoring & Reporting:** The agency shall provide comprehensive Monthly Performance Reports for all digital Ad Campaigns executed across platforms such as Facebook, Instagram, and Google. These reports must include key metrics like impressions, reach, clicks, engagement (likes/comments/shares), conversion rates, and cost per result. The agency must also provide actionable insights and recommendations based on campaign analytics.

7. Email marketing tools:

- a. **Email Newsletter Campaigns:** The agency to design and execute 1 Email Newsletter per month to promote rural products, update subscribers about new launches, events, and other initiatives. The newsletters must be well-structured, visually appealing, mobile-friendly, and aligned with ORMAS branding. The agency will be responsible for content creation, design, scheduling, list management, and performance tracking, including open rates, click-through rates (CTR), and subscriber growth.
- b. **Promotional Email Campaigns:** The agency to develop and distribute 2 Promotional Email Campaigns per month targeting specific audiences to boost awareness and drive traffic to rural product platforms. Each campaign should highlight products, offers, and seasonal promotions using engaging content and detailed analytics reporting on open rate, CTR, bounce rate, and conversions.

2. Customer Relation Strategy:

- a. **CRM Setup and Customer Segmentation:** The agency shall be responsible for implementing a **Customer Relationship Management (CRM) system**, tailored to manage interactions and relationships with potential and existing customers of ORMAS's rural products. This includes executing 1 CRM Implementation, organizing customer data, creating relevant customer segments based on behavior, demographics, and purchasing patterns, and ensuring integration with email, website, and social media platforms.
- b. The scope of work for this segment encompasses a comprehensive approach to managing social media platforms, developing an effective Customer Relationship Management (CRM) strategy, implementing abandoned cart recovery campaigns, and creating automated monthly campaigns. The social media management will focus on crafting

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

engaging content, maintaining platform consistency, and increasing brand visibility. The CRM strategy will aim to enhance customer engagement, retention, and conversion through personalized communication and data-driven insights. Abandoned cart recovery campaigns will be designed to re-engage customers who leave items in their carts, utilizing timely and compelling reminders to drive conversions. Additionally, automated monthly campaigns will be developed to maintain consistent customer touchpoints, ensuring sustained brand interaction and loyalty.

3. **Marketing & Campaigns strategy for ORMAS Retail Outlets (Existing and New):** The agency to develop and execute an integrated, multi-channel marketing plan that aligns promotional efforts across in-store, print, and digital platforms. The initiative envisions a unified annual marketing calendar, ensuring synchronization of brand messaging, seasonal campaigns, and customer engagement activities across all retail outlets. The key deliverables consist of:
 - a. 1 Annual Integrated Marketing Plan,
 - b. 4 Quarterly Updates to adapt to evolving market trends,
 - c. A minimum of 6 print campaigns, 12 digital campaigns, and 12 event-based campaigns per outlet annually,

Key Deliverables:

As per the ToR the selected agency needs to comply following deliverables such as:

A. E-Commerce/Digital Media Strategy

SI No	Micros	Description	Deliverables
1	Website UI/UX Optimization	Website Revamp & Design Strategy	1 Website Audit + 1 UI/UX Redesign
2	Website UI/UX Optimization	Page Speed & Mobile Optimization	1 Optimization Report
3	Product Listings & Content	Product Descriptions & Listings linking QR Code on product to the product landing page	Minimum 300 Product Descriptions & Guideline for new products
4	Product Listings & Content	Product Photography & Videos	Minimum 300 Images & Minimum 50 Product Videos
5	SEO & Performance	On-Page & Off-Page SEO Strategy	1 Master SEO Strategy + Monthly Updates
6	SEO & Performance	Blog & Content Development	2 Blogs per Month
7	SEO & Performance	Google Search & Web Analytics Setup	Google Analytics & SEO Monitoring Dashboard

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

B. Handling of ORMAS Social Media Platform for Product Promotion:

SI No	Micros	Description	Deliverables
1	Content Creation (Instagram post shared to Facebook)	Social Media Posts	20 Posts per Month
2	Content Creation (Instagram post shared to Facebook)	Reels/Short Videos	10 Videos per Month (120 Annually) and the Video Length by Instagram Reels: 15 to 30 seconds (Max: 90 seconds) and Facebook Reels: 20 to 45 seconds (Max: 60 seconds)
3	Content Creation (Instagram post shared to Facebook)	Social Media Stories	50 Stories per Month (600 Annually) and the description in the stories must be short, engaging, and action-driven to capture audience attention.
4	Platform Management	Targeted platforms	3 Platforms (Instagram + Facebook is focus while LinkedIn use as business connection)
5	Platform Management	Community Engagement	Response Time < 24 Hours
6	Influencer Marketing	Facilitate Influencer Collaborations on Instagram reels for Brand awareness and social media growth	5 Influencer Tie-Ups per Quarter and payment will be paid by ORMAS based upon engagement like see the post, like and comments (20 Collaboration with influencer having 50k to 1L followers create minimum 5% conversions rate – Minimum 5000 people see the post, Minimum 500 engage (likes/comments) Should include influencers that promote culture, sustainable living, product specific.
7	Performance Metrics	Social Media Growth & Analytics	Monthly Engagement Reports
8	Performance Metrics	Social Media ROI Measurement	Quarterly Performance Report
9	Ad Campaigns	Google Ads Campaigns	1 Campaign per Month (12 Annually) Minimum 50,000 Impressions (People Seeing the Ad), Ad click leading to

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

SI No	Micros	Description	Deliverables
			website/product
10	Ad Campaigns	Facebook, Instagram and YouTube Ads	2 Campaigns per Month (24 Annually) Minimum 1,00,000 Impressions (People Seeing the Ad), Ad click leading to website/product
11	Marketing & Promotions for ORMAS supported Retail Outlets (Existing & New)	Plan & execute promotions, influencer campaigns, and festive events; develop marketing content	Annual Integrated Marketing Plan + 12 Digital, 6 Print & 12 Event Campaigns per outlet annually
12	Retargeting Strategy	Remarketing & Retargeting Ads	Ongoing Monthly Retargeting
13	Campaign Performance	Ad Campaign Reports	Monthly Performance Reports
14	Email Marketing	Monthly Email Newsletters	1 per Month (12 Annually)
15	Email Marketing	Promotional Email Campaigns	2 per Month (24 Annually), must include new product launch
16	CRM Strategy	Customer Segmentation & CRM Setup	1 CRM Implementation
17	CRM Strategy	Abandoned Cart Recovery Campaigns, request product out of stock	Automated Campaigns when product is abandoned in the cart, or is running out of stock, option to get notified when the product is available
18	Analytics & Reporting	Monthly Digital Performance Report	12 Reports Annually
	Analytics & Reporting	ROI Calculation & Strategy Adjustments	Quarterly Strategy Review

Payment Terms:

The payment shall be made as per the Financial Proposal at FIN-2 at the rates accepted by ORMAS. Payments will be disbursed to the agency periodically on the basis of the assignments which are completed within the timeframe. In case of any extension of the time period originally assigned, no extra payment will be entertained for the additional days.

Other Conditions:

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

- a) The agency shall not claim payment against pending services or incomplete stages of work or work-in –progress deliverables.
- b) The cost of references to be made by the agency to its in-house professional experts or outside professional experts are included in agency's fees and no extra payment will be made by ORMAS on this account.
- c) The agency shall be present in all presentations/meeting called by the Client in relation to the assignment.
- d) Standard Force Majeure Clause shall be applicable during the entire period of services.
- e) The firm shall indemnify ORMAS against any damage/loss/ delay suffered due to such non-performance by the agency.

SECTION IV: 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: RFP for Selection of an Agency for End-to-End Promotion of ORMAS Products through
Digital Marketing and E-Commerce.[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. I confirm that this Bid 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 is 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)**

SL No	Description	Full Details
1	Name of the Bidder	
2	Address for communication: Tel: 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 with Date and Seal:

Name and Designation: _____

Address of the Bidder: _____

TECH -3**Bidder Organisation (Financial Details)**

Financial Information in INR			
Details	FY 2021-22	FY 2022-23	FY 2023-24
Annual Turnover in INR			
<i>Supporting Documents:</i> Audited certified financial statements for the last three (Submission of copies of Income & Expenditure Statement and Balance Sheet for the respective financial years is mandatory along with this form). Provisional Audit report for any of the FYs is not acceptable. <i>Filled in information in this format must have to be jointly certified and sealed by the CA and the authorized representative of the bidder and to be furnished in original along with the technical Bid failing which the Bid will be out rightly rejected.</i>			

Signature and Seal of the Chartered Accountant with Date in original.

Authorized Signatory with Date and Seal:

Name and Designation: _____

Address of the Bidder: _____

TECH - 4

FORMAT FOR POWER OF ATTORNEY

(Notarized copy on Rs. 100 Non-Judicial Stamp Paper)

I, _____, the _____ (Designation) of
(Name of the Organisation) in witness whereof certify that **<Name of person>** is authorized to
execute the attorney on behalf of **<Name of Organisation>**, **<Designation of the person>** of the
company acting for and on behalf of the company under the authority conferred by the **<Notification/
Authority order no.>** Dated **<date of reference>** has signed this Power of attorney at **<place>** on this
day of

<day><month>, <year>.

The signatures of **<Name of person>** in whose favour authority is being made under the attorney
given below are hereby certified.

Name of the Authorized Representative:

(Signature of the Authorized Representative with Date)

CERTIFIED:

Signature, Name & Designation of person executing attorney: _____

Address of the Bidder: _____

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce
TECH - 5

(BIDDER'S PAST EXPERIENCE DETAILS)

(List of assignments only of similar nature during last 5 years)

Sl. No.	Name of the Client (Central Govt / State Govt/ PSUs/ listed companies)	Nature of the assignment (Promotion of Products through Digital Marketing and E-Commerce)	Duration of Assignment (In month)	Value of Contract (in Lakh)	Date of Completion of assignment	Remarks if any
A	B	C	D	E	F	G
1						
2						
3						
4						
5						

The bidder may enlist their relevant experience in last 5 years for technical marking purpose. Supporting documents must be attached.

Note: Information not conforming to the above format will be treated as non-responsive. Copies of the Work order / Contract Document / Completion Certificate from the previous Clients need to be furnished along with the above information.

Authorized Signatory with Date and Seal:

Name and Designation: _____

Address of the Bidder: _____

TECH - 6

Undertaking Format for Not Blacklisting

(In Bidders Letter Head)

I, M/s. _____ (the name of the Organization) having our registered office at _____, <HQ address of the Organisation> hereby certify and confirm that we or any of our promoter(s) / Director(s) are not barred by any State Government or Central Government / Department / Organization in India or blacklisted by any State Government or Central Government / Department / Organization in India from participating in Tenders as on the _____ (Date of Signing of this proposal).

We further confirm that we are aware that, our proposal for the captioned Project would be liable for rejection in case any material misrepresentation is made or discovered at any stage of the Bidding Process or thereafter during the agreement period.

Dated this _____ Day of _____, 2025

Yours sincerely,

Authorized Signatory with Date and Seal:

Name and Designation: _____

Address of the Bidder: _____

TECH -7

Non-Consortium Declaration

(In Bidders Letter Head)

We, _____ <name of the Organisation>, having our registered office at _____, <HQ address of the Organisation> hereby certify and confirm that in the preparation and submission of our Proposal for _____ (name of the Project) under this RFP Reference No. _____, We have not acted in concert or in collusion with any other Bidder or other person(s) and also not done any act, deed or thing, which is or could be regarded as anti-competitive.

We declare that we are submitting this proposal as an independent Bidder, and not as a part of any consortium/Joint Venture/Associations.

We further confirm that we have not offered nor will offer any illegal gratification in cash or kind to any person or organization in connection with the instant proposal.

We also acknowledge that in case of misrepresentation of the information, our proposal / contract shall be rejected / terminated at any stage by the client, which shall be binding on us. Any loss or damage to the client, on this count will be compensated by us.

Dated this _____ Day of _____, 2025

Authorized Signatory with Date and Seal:

Name and Designation: _____

Address of the Bidder: _____

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

6. SECTION V: Financial Bid

FIN-1

COVERING LETTER

(In Bidders Letter Head)

[Location, Date]

To,

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

Sub: RFP for Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce[FINANCIAL BID]

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 inclusive of all the applicable taxes 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 (Annexure-A to Annexure-E) given in the RFP documents are given below:

RFP for Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce		
Sl. No.	Deliverable Headers	Total Cost (INR)
A.	E-Commerce/Digital Media Strategy	
B.	Handling of ORMAS Social Media Platform for Product Promotion	
Total Quoted amount (excluding GST)		
Add:GST (CGST + SGST) – 18%		
Grand Total Quoted Amount (including GST)		
Rupees in words _____		including GST

Yours faithfully,

Authorized Signatory [In full and initials]:

Name and Designation of Signatory with Date and Seal:

FIN-2

Summary of Financial Proposal

(on Bidders Letterhead)

Name of the Bidder: _____

Annexure-A

SI No	Micros	Description	Deliverables	Cost/Unit	Total Cost
1	Website UI/UX Optimization	Website Revamp & Design Strategy	1 Website Audit + 1 UI/UX Redesign		
2	Website UI/UX Optimization	Page Speed & Mobile Optimization	1 Optimization Report		
3	Product Listings & Content	Product Descriptions & Listings linking QR Code on product to the product landing page	Minimum 300 Product Descriptions & Guideline for new products		
4	Product Listings & Content	Product Photography & Videos	Minimum 300 Images & Minimum 50 Product Videos		
5	SEO & Performance	On-Page & Off-Page SEO Strategy	1 Master SEO Strategy + Monthly Updates		
6	SEO & Performance	Blog & Content Development	2 Blogs per Month		
7	SEO & Performance	Google Search & Web Analytics Setup	Google Analytics & SEO Monitoring Dashboard		

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

Annexure-B

SI No	Micros	Description	Deliverables	Cost/Unit	Total Cost
1	Content Creation (Instagram post shared to Facebook)	Social Media Posts	20 Posts per Month		
2	Content Creation (Instagram post shared to Facebook)	Reels/Short Videos	10 Videos per Month (120 Annually) and the Video Length by Instagram Reels: 15 to 30 seconds (Max: 90 seconds) and Facebook Reels: 20 to 45 seconds (Max: 60 seconds)		
3	Content Creation (Instagram post shared to Facebook)	Social Media Stories	50 Stories per Month (600 Annually) and the description in the stories must be short, engaging, and action-driven to capture audience attention.		
4	Platform Management	Targeted platforms	3 Platforms (Instagram + Facebook is focus while LinkedIn use as business connection)		
5	Platform Management	Community Engagement	Response Time < 24 Hours		
6	Influencer Marketing	Facilitate Influencer Collaborations on Instagram reels for Brand awareness and social media growth	5 Influencer Tie-Ups per Quarter and payment will be paid by ORMAS based upon engagement like see the post, like and comments (20 Collaboration with influencer having 50k to 1L followers create minimum 5% conversions rate – Minimum 5000 people see the post, Minimum 500 engage (likes/comments). Should include influencers that promote culture, sustainable living, product specific.		

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

SI No	Micros	Description	Deliverables	Cost/Unit	Total Cost
7	Performance Metrics	Social Media Growth & Analytics	Monthly Engagement Reports		
8	Performance Metrics	Social Media ROI Measurement	Quarterly Performance Report		
9	Ad Campaigns	Google Ads Campaigns	1 Campaign per Month (12 Annually) Minimum 50,000 Impressions (People Seeing the Ad) Ad click leading to website/product		
10	Ad Campaigns	Facebook, Instagram and YouTube Ads	2 Campaigns per Month (24 Annually) Minimum 1,00,000 Impressions (People Seeing the Ad), Ad click leading to website/product		
11	Marketing & Promotions for ORMAS supported Retail Outlets (Existing & New)	Campaign Calendar, Events, Influencer Tie-Ups	Annual Integrated Marketing Plan + 12 Digital, 6 Print & 12 Event Campaigns per outlet annually		
12	Retargeting Strategy	Remarketing & Retargeting Ads	Ongoing Monthly Retargeting		
13	Campaign Performance	Ad Campaign Reports	Monthly Performance Reports		
14	Email Marketing	Monthly Email Newsletters	1 per Month (12 Annually)		
15	Email Marketing	Promotional Email Campaigns	2 per Month (24 Annually), must include new product launch		
16	CRM Strategy	Customer Segmentation & CRM Setup	1 CRM Implementation		

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

SI No	Micros	Description	Deliverables	Cost/Unit	Total Cost
17	CRM Strategy	Abandoned Cart Recovery Campaigns, request product out of stock	Automated Campaigns when product is abandoned in the cart, or is running out of stock, option to get notified when the product is available	-	
18	Analytics & Reporting	Monthly Digital Performance Report	12 Reports Annually		
19	Analytics & Reporting	ROI Calculation & Strategy Adjustments	Quarterly Strategy Review		

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

Communication Address of the Bidder: _____

Selection of an Agency for End-to-End Promotion of ORMAS Products through Digital Marketing and E-Commerce

Section VI: Annexures

Annexure I: Bid Submission Checklist

Sl No	Description	Submitted (Yes/No)	Page No.
Technical Proposal (PART – A)			
1	Filled in Bid Submission Check List (ANNEXURE I)		
2	Covering Letter (TECH -1)		
3	Bid Processing Fee of Rs. 11,800/- /-(date and online number)		
4	EMD of Rs. 1,00,000/- -(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)		
8	Copies of IT Returns for the last 3 FYs (2021-22, 2022-23 and 2023-24) latest GST Return (in GSTR-3B)		
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		
11	Power of Attorney (TECH - 4) in favour of the person signing the bid on behalf of the bidder		
12	List of completed assignments of similar nature (Past Experience Details) (TECH – 5) along with the copies of work orders for the respective assignments		
13	Undertaking for not have been black listed by any Central / State Govt./any Autonomous bodies as on date of bid submission. (Tech-6)		
14	Non-Consortium Declaration (Tech-7)		
Financial Proposal(PART -B)			
1	Covering Letter (FIN-1)		
2	Summary of Financial Proposal (FIN-2)		

Undertaking:

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

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

Signature: _____

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