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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. **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

**Selection of an Agency for Strengthening ORMAS Retail Outlets and Establishing Airport
Retail Stores to Promote ORMAS Supported Rural Products**

REQUEST FOR PROPOSAL

FOR

**SELECTION OF AN AGENCY FOR STRENGTHENING ORMAS
RETAIL OUTLETS AND ESTABLISHING AIRPORT RETAIL
STORES TO PROMOTE ORMAS SUPPORTED RURAL PRODUCTS**

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

**Selection of an Agency for Strengthening ORMAS Retail Outlets and Establishing Airport
Retail Stores to Promote ORMAS Supported Rural Products**

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**Selection of an Agency for Strengthening ORMAS Retail Outlets and Establishing Airport
Retail Stores to Promote ORMAS Supported Rural Products**

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 Strengthening ORMAS Retail Outlets and Establishing Airport
Retail Stores to Promote ORMAS Supported Rural Products**

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
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 3.30 PM)
7.	Due date for submission of proposals	04.09.2025 (by 5:00 PM) www.tendersodisha.gov.in)
8.	Date of opening of Technical Proposal	06.09.2025 (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) (through online mode)
11.	Earnest Money Deposit (EMD) (Refundable)	Rs.1,00,000/- (Rupees One Lakh only) (through online mode) (Exemption of EMD is Not 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 Strengthening ORMAS Retail Outlets and Establishing Airport
Retail Stores to Promote ORMAS Supported Rural Products**

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 www.ormas.org/panchayat.odisha.gov.in/www.tendersodisha.gov.in only. Please visit the website: www.ormas.org/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.

**Selection of an Agency for Strengthening ORMAS Retail Outlets and Establishing Airport
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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.

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- 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).

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3. SECTION I: Letter Of Invitation

RFP No:

Dated:

Name of the Assignment: "RFP for Selection of an Agency for Strengthening ORMAS Retail Outlets and Establishing Airport Retail Stores to Promote ORMAS Supported Rural Products".

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 Strengthening ORMAS Retail Outlets and Establishing Airport Retail Stores to Promote ORMAS Supported Rural Products"**. 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 Strengthening ORMAS Retail Outlets and Establishing Airport Retail Stores to Promote ORMAS Supported Rural Products

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.

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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 projects involved in the process of Retail Outlet Management and its Supply Chain Management of the products having minimum project value of Rs.10 lakh each, for any agency operating under any Central or State Government or Union territories or any 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

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- Copy of Certificate of Incorporation/ Registration
- 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 /-** 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

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the standard form of Work Order); or,

- 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.

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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.

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). Scoring Criteria: • Turnover above INR 5 crore and up to 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 involved in the process of Retail Outlet Management and its Supply Chain Management of the products of any agency operating under any Central or State Government or Union territories or any Public Sector Undertakings or Listed companies under BSE/NSE: • 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 involved in the process of Retail Outlet Management and its Supply Chain Management of the products of any agency operating under any Central or State Government or Union territories or any Public Sector Undertakings or Listed companies under BSE/NSE involving products of similar nature, in the last 5 financial	30	Copy of Letter of Intent/Work Order/Agreement/ Client Certificate etc.

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	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		
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 Bidderfor 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.

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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 Strengthening ORMAS Retail Outlets and Establishing Airport Retail Stores to Promote ORMAS Supported Rural Products”**.

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.

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- 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 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:

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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

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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.

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5. SECTION III: Terms of Reference (ToR)

“RFP for Selection of an Agency for Strengthening ORMAS Retail Outlets and Establishing Airport Retail Stores to Promote ORMAS Supported Rural Products”.

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 through retail operations. This scope of work focuses on retail business development to ensure wider reach and sustainable growth for ORMAS promoted products.

ORMAS retail outlets serve as a crucial platform for showcasing handcrafted and locally produced goods, ensuring fair market access for rural artisans and producers. By implementing a structured retail management activities ORMAS seeks to enhance sales, build a loyal customer base and ensure the sustainability of rural businesses.

2. Objective:

To strengthen ORMAS's retail presence by creating strong brand identities, improving in-store operations and ensuring efficient inventory management. It aims to enhance customer service, establish guidelines for centralized storage to expand market reach.

3. Scope of Work

A- Strengthening of existing ORMAS promoted retail outlets

Our organization currently operates around 35 retail outlets, most of which are managed by women-led Community-Based Organizations (CBOs). Among them, few stores are capitalized through retail marketing schemes such as One Station One Product and AVASAR – Airport as Venue for Skilled Artisans of the Region, an initiative of the Airports Authority of India. These outlets currently lack

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uniformity in visual merchandising (VM), stock-keeping units (SKU), branding, packaging, and other essential retail standards.

As part of its initiative to strengthening of existing ORMAS promoted retail outlets The following key activities, among others, are expected to be carried out by the Agency:

Retail Management

1. **Developing Standard Operating Procedures (SOPs) for daily store management:** The agency to develop Standard Operating Procedures (SOPs) for the retail operators for effective daily store management. The SOP provide step-by-step instructions and guidelines to ensure consistent and efficient operations, covering areas such as store opening and closing routines, POS and inventory check, stock management, customer service protocols, cash handling and sales reconciliation, staff roles and scheduling etc.
2. **Training & Capacity Building:** The agency to develop a staff training module for the retail operators and conduct training sessions on aimed at enhancing customer interaction and achieving service excellence. The training focus should be on the following parameters:
 - Polite and professional communication with customers,
 - Effective handling of queries and complaints,
 - Boosting customer satisfaction and loyalty,
 - Hands-on training on POS systems for store staff on billing, inventory tracking, and daily sales etc.
 - Other books of records like Sales Register, Stock Register, Cash Book, Bank Deposit Register etc.

The key deliverables include one Master Training Session for all retail staff to establish service standards and expectations, along with refresher training every six months to keep skills updated, reinforce best practices, and address any performance gaps.

3. **POS System Implementation and Centralized Inventory Management:** The agency to develop and implement Point of Sale (POS) systems in ORMAS promoted retail outlets to streamline sales, improve inventory tracking, and standardize operations through establishing Centralized Inventory Control System to monitor and manage stock levels across all outlets in real time. Additionally, a Master product cataloging exclusively for retail operation to be made in SKU Database to ensure uniformity in product categorization, packaging, and stock-keeping, with each outlet managing around 10–12 core SKUs. (Note: Before implementation the initiative, the agency has to provide factual assessment report on the same).
4. **Loyalty Programs initiative:** The agency to design and implementation of a unified customer rewards and membership system aimed at enhancing customer retention, increasing repeat purchases, and building long-term brand loyalty. This will be operationalized through one integrated loyalty program, implemented uniformly across all retail outlets while allowing for individual customer tracking and data capture. It is mandatory to maintain store visiting customer's basic information for tracking and analysis through installed POS system.
5. **Compliance & Security Protocols module:** The agency to establish a comprehensive 1 framework to ensure all retail operations adhere to requisite legal, safety, and security standards. This includes the development of structured procedures to manage regulatory compliance, safeguard physical and digital store environments, and mitigate operational risks.

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Visual Merchandising

1. **Unified Store Blueprint:** The agency to developed 5 standardized layout designs that will be followed across all retail outlets. It will ensure consistency in brand identity, easier setup familiar shopping experience for customers across different districts etc. The customized store layout templates will be used depending on available space or outlet type. The key elements like:
 - a. **Store Visual Merchandising:** Display techniques, color coordination, product placement, and signage to attract customers and improve sales appeal.
 - b. **Store Layout Design:** Physical arrangement of products, furniture, display units, and customer movement flow in the retail space.
2. The agency is responsible for ensuring the delivery of a **standardized trend-aligned visual identity** across all retail outlets. The agency will undertake a comprehensive monthly visual merchandising service to ensure consistency in brand aesthetics and to optimize the overall shopping experience. This includes systematic updates to window displays, shelf layouts (planograms), and other in-store visual elements aligned with seasonal trends, product campaigns, and customer engagement strategies. The deliverables include Monthly Merchandising Update per Outlet, ensuring that visual standards remain fresh, strategic, and uniformly executed across the retail network.
3. The agency will be responsible for developing store-specific merchandising strategies tailored to each outlet's unique layout, product mix, and customer behavior. This includes the design and implementation of **individualized shelf and aisle organization plans** that enhance product visibility, optimize floor space, and improve the overall shopping flow.
4. The agency to development and deployment of **directional, promotional, and informational signage** within each outlet. The signage design and placement will be aligned with the store-specific layout plans, ensuring visual consistency, clarity, and enhanced shopper experience.

Inventory Management

1. **Developing a Centralized Warehouse:** The agency will facilitate the development of 1 Centralized Warehouse Strategy in the State. Selected ORMAS supported Community-Based Organizations (CBOs) will be assigned responsibility for inventory management. Additional manpower support may be provided by ORMAS, if deemed necessary.
2. Key activities will include:
 - a. Conducting a demand and supply mapping exercise, identify suitable locations, centralized inventory management system connected to POS systems of retail outlets, SOPs and inventory policies for SKU handling & storage, quality checks, return mechanisms, staffing plans, training modules etc.
 - b. Procurement & Vendor Management Document that standardizes sourcing practices. This focuses on establishing a structured system for supplier selection (Community based business organization), defining order frequency, and ensuring timely procurement. It includes guidelines for evaluating and onboarding vendors, managing supplier relationships, and scheduling procurement cycles to prevent stockouts or overstocking.

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- c. Standardized Policy for Shrinkage & Loss Prevention Plan to minimize theft, product damage, pilferage, and wastage across retail outlets.
- d. The agency to establish automated stock replenishment protocols to ensure uninterrupted product availability across retail outlets. A Standard Reordering Policy will be developed, defining inventory thresholds, reorder triggers, lead times, and buffer stock mechanisms.

Through this initiative, the products will cater to both in-state and out-of-state markets by ensuring smooth distribution and logistics services.

Branding & Packaging

1. **Comprehensive branding initiative:** The agency will be responsible for delivering an Integrated Branding Package. This includes holistic brand development encompassing brand identity creation, logo and tagline development, and the formulation of standard branding guidelines to ensure uniformity and consistency across all retail outlets. As part of the deliverables, the TSA will design five (5) Comprehensive Branding Kits, each consisting of brand logos, color palettes, visual imagery, font families, and tone and voice guidelines. In addition, the TSA will also produce one (1) Unified Branding Guideline Document that aligns all branding elements under a cohesive strategy, applicable across the network of retail stores.
2. **Product Pricing:** The agency shall be responsible for developing pricing strategies for each retail SKU (Stock Keeping Unit) by ensuring pricing uniformity and alignment with local and national market trends to enhance sales. This includes evaluating input costs, value addition processes, market demand, and desired retail margins to ensure competitiveness in the retail market.
3. **Packaging Design & Prototyping:** The selected agency is expected to provide innovative and eco-friendly packaging solutions aligned with modern retail standards and sustainable practices. This will help in enhancing product visibility and reinforcing brand identity across all product categories. The deliverables include:
 - a. Develop product-wise packaging designs across multiple product lines (farm, non-farm, and NTFP products).
 - b. Prototype and finalize eco-friendly packaging options tailored to rural and urban markets.
 - c. Ensure packaging reflects the uniform branding guidelines and is suited for both local and airport retail outlets.
 - d. Coordinate with local CBOs for design adaptation and packaging standardization.
4. The agency must ensure regulatory compliance for all product labels, adhering to FSSAI norms, legal rules, and other applicable Indian standards (like barcode, batch number, expiry, MRP, etc.). Label designs should be aesthetic and brand-aligned, reflecting the identity of Odisha's rural products.

Sales growth at end of Project

- The agency to achieve sales growth of 30% of each retail outlet based upon current baseline sales in the end of project cycle of the appointment. Note:
 - Sale amount shall be amounting the amount before the discount, GST s any other taxes.

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- Above mentioned sales growth is a part of the scope of work/deliverables of the appointed agency.

B - Facilitating the establishment of ORMAS retail stores at the Metro City Airports

As part of its initiative to promote products from women-led Community-Based Organizations (CBOs) engaged in the production of farm, non-farm, and Non-Timber Forest Produce (NTFP) items, the organization intends to establish retail outlets at select Metro City Airports. The following key activities, among others, are expected to be carried out by the Agency:

1. **Market research:** The agency will first conduct Market Research with a focus on Consumer Demand and Location Feasibility. This involves studying customer preferences at airports, assessing buying behaviors, and identifying suitable metro cities and airport terminals for retail setup. Factors such as passenger footfall, space availability, and customer profile will be analyzed in-depth to determine location viability. The outcome of this research will be consolidated in a Market Feasibility Report covering 5 prominent metro city airports, which will serve as a foundational document for planning further activities.
2. **Business Planning and Product Curation:** The agency to design & define the retail format best suited for airport locations. This includes identifying the type, size, and style of physical retail outlets to effectively showcase and sell products produced by women-led Community-Based Organizations (CBOs). The agency will finalize a curated list of 30 travel-friendly, high-margin SKUs—15 from the farm sector and 15 from the non-farm sector—ensuring a balance of utility, uniqueness, and aesthetic appeal. The outcome will be documented in a Master Strategy Document, comprising a detailed Business Concept Note outlining store formats and a SKU Curation Document tailored for each targeted airport location.
3. **Legal Compliance and Retail Licensing:** The agency to secure all necessary legal and regulatory approvals required to operate retail outlets at metro city airports. This includes obtaining trade licenses, FSSAI certification (for food products), GST registration, and specific permissions from the Airport Authority of India (AAI) or other relevant airport operators. The agency shall compile all documentation into a Compliance Dossier, which must include Business Registration Certificates, Lease or Rental Agreements, Fire Safety Certificates, Shops and Establishments Act Licenses, FSSAI Licenses (as applicable), and No Objection Certificates (NOCs) from the airport or mall authorities. This step is critical to ensure full legal preparedness before operational rollout.
4. **Retail Infrastructure and Store Layout Design:** The agency to design a unified and standardized store layout blueprint to be implemented across all airport retail outlets. A total of 5 Store Layout Designs will be developed, ensuring brand consistency while allowing for flexibility based on terminal-specific space and infrastructure. The design must reflect both modern retail sensibilities and the essence of rural-origin products being showcased.
5. **Retail Management and Inventory Control System:** The agency to install an integrated Point-of-Sale (POS) and inventory management system across 5 designated airport retail outlets. This system must support real-time stock tracking, product coding, and transaction analytics to ensure operational efficiency. Additionally, a centralized inventory control system with a master SKU database shall be established to streamline inventory flow from the central warehouse and regional hubs to the outlets, ensuring product availability and smooth supply chain coordination.
6. **Facilitating Staff Hiring & Management for Retail Outlets:** The agency to hire and train 10 Salespersons from the city, with 2 Salespersons per retail outlet, to effectively manage product

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sales, ensure exceptional customer service, and operate the Point-of-Sale (POS) systems proficiently. The deliverable includes the recruitment process, which will focus on sourcing and appointing qualified candidates based on specific criteria. Following the appointment, a comprehensive training program will be conducted, covering areas such as in-depth product knowledge, service excellence, POS usage, Books of Records, multilingual communication skills etc. The training will be structured to ensure that each salesperson is fully equipped to cater to diverse customers, both domestic and international, providing excellent service while promoting Odisha's rural products. Upon completion, a Training Completion Report will be submitted, documenting the training dates, progress assessments, and readiness of the Salespersons to begin their roles effectively. *The salary will be credited directly to the salespersons' accounts by ORMAS in accordance with the terms specified in the offer letter.*

7. **Product Procurement and Quality Management:** The product procurement process will focus on sourcing quality rural products through ORMAS-promoted Community-Based Organizations (CBOs). Selected vendors will be responsible for adhering to predefined quality control measures, including regular inspections and sample verification. In addition to product quality, emphasis will be placed on eco-friendly packaging solutions, accurate labeling, and standardized branding practices for farm/non-farm/NTFP products. A comprehensive Procurement Plan and a Packaging Standard Guideline will be developed and implemented to ensure uniformity across all retail outlets. This will serve as a guiding document for both procurement teams and ORMAS CBOs to streamline sourcing, packaging, and labeling processes in alignment with ORMAS branding standards.
8. **Branding & Packaging:** The agency will be responsible for delivering an Integrated Branding Package. This includes holistic brand development encompassing brand identity creation, logo and tagline development, and the formulation of standard branding guidelines to ensure uniformity and consistency across all retail outlets. As part of the deliverables, the TSA will design five (5) Comprehensive Branding Kits, each consisting of brand logos, color palettes, visual imagery, font families, and tone and voice guidelines. In addition, the TSA will also produce one (1) Unified Branding Guideline Document that aligns all branding elements under a cohesive strategy, applicable across the network of retail stores. Additionally, a Unified Packaging & Labeling System will be implemented across all retail outlets to ensure consistency, professionalism, and recognizability of ORMAS-supported products.
9. **Sales Analytics:** The agency to design and implement analytics dashboards that capture key retail metrics, including daily sales volumes, customer footfall, top-performing SKUs, and seasonal demand patterns. Deliverables include a Monthly Sales Report for each outlet, a Quarterly Demand Forecasting Report to anticipate stock requirements, and one Monthly Stock Audit to ensure accuracy and accountability in retail operations.
10. **Loyalty & Customer Retention:** The agency to develop Unified Loyalty Program includes designing and implementing a comprehensive loyalty system that tracks customer purchases and offers rewards across all retail outlets. The system will involve the creation of a centralized database to monitor customer purchase behavior and preferences. A seamless reward mechanism will be established, allowing customers to earn and redeem points or rewards consistently, regardless of which outlet they visit. The program will integrate a digital platform for easy access to reward statuses, notifications, and special offers. The system will be fully integrated with the point-of-sale infrastructure at all outlets, ensuring a smooth and unified experience for customers, aimed at increasing retention and driving repeat business.

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11. **Compliance & Security Protocols module:** The agency to establish a comprehensive 1 framework to ensure all retail operations adhere to requisite legal, safety, and security standards. This includes the development of structured procedures to manage regulatory compliance, safeguard physical and digital store environments, and mitigate operational risks.
12. **Warehouse & Logistics:** The agency to work on logistics strategy to support the efficient distribution of SKUs from Odisha. These SKUs will cater from the developed of 1 Centralized Warehouse Strategy.
13. **Pricing:** The agency to develop a structured SKU-wise pricing strategy for both farm and non-farm products to be sold at airport retail outlets. The pricing for each SKU will be formulated by carefully evaluating input costs, stages of value addition, logistic cost, prevailing market demand, and predefined target margins to ensure retail competitiveness and profitability. This strategy will be guided by a Master SKU Database consisting of 30 products (15 farm-based and 15 non-farm-based), created specifically for targeted airport retail channels.

Key Deliverables:

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

A. Strengthening of existing ORMAS promoted retail outlets.

SI No	Activity Name	Macro Area	Micro Area	Deliverables
1	Retail Management	Retail Operations Strategy	Standard operating procedures (SOPs) for daily store management.	1 Master Strategy Document
2	Retail Management	Customer Service Training	Staff training module on customer interaction and service excellence.	1 Master Training Session + Refresher in every 6 months
3	Retail Management	POS + Inventory System	Integrated POS and inventory management system including real-time stock tracking, product coding, and transaction analytics for seamless operations.	POS System Implementation in each Outlets + 1 Centralized Inventory Control System + 1 Master SKU Database (10–12 SKUs per Outlet)
4	Retail Management	Sales Analytics Hub	Centralized sales and inventory analytics system offering dashboards for sales trends, footfall, demand forecasting, and stock audits.	Monthly Report per Outlet (Sales & Demand Insights) + Quarterly Forecasting Report + Monthly Stock Audit Report
5	Retail Management	Loyalty Programs	Designing and implementing customer rewards and membership programs	1 Unified Loyalty Program. A single system across all outlets with individual tracking.

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SI No	Activity Name	Macro Area	Micro Area	Deliverables
6	Retail Management	Compliance & Security Protocols	Development of module for Ensuring legal, safety, and security measures for retail operations.	1 Compliance & Security Manual
7	Retail Management	Visual Merchandising	Unified store blueprint across all retail outlets	5 Store Layout Design
8	Visual Merchandising	Unified Visual Merchandising	Comprehensive monthly merchandising service including window display refresh, shelf layout updates (planograms), and trend-based visual adjustments.	1 Monthly Merchandising Update per Outlet (Including Window Display + Planogram)
9	Visual Merchandising	Shelf & Aisle Organization	Merchandising strategy per outlet.	Store-Specific Plans
10	Visual Merchandising	In-Store Signage & Branding	Directional, promotional, and informational signage.	As per store layout plan
11	Inventory Management	Stock Replenishment Guidelines	Automated rules for refilling stock.	1 Standard Reordering Policy
12	Inventory Management	Warehouse & Storage Optimization	Efficient distribution network.	1 Centralized Warehouse Strategy
13	Inventory Management	Supplier & Procurement Strategy	Supplier selection and order frequency guidelines.	1 Procurement & Vendor Management Document
14	Inventory Management	Shrinkage & Loss Prevention Plan	Strategies to reduce theft, damage, and wastage.	1 Standardized Policy
15	Branding & Packaging	Integrated Branding Package	Holistic brand development including brand identity, logo & tagline creation, and standard branding guidelines to ensure consistency across outlets.	5 Comprehensive Branding Kit (logos, colors, imagery, fonts, voice and tone) and 1 Unified Branding Guideline
16	Branding and Packaging	Packaging Design & Prototyping	Innovative and eco-friendly packaging solutions.	Packaging Designs Across Product Lines (Based upon Product Category Wise)

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SI No	Activity Name	Macro Area	Micro Area	Deliverables
17	Pricing	Retail SKU-wise Pricing Strategy	Develop pricing for each product SKU by considering input costs, value addition, market demand, and target margin to ensure competitiveness in retail.	Based upon created Master SKU Database (10–12 SKUs per Outlet)
18	Branding and Packaging	Product Labeling & Compliance	Ensuring regulatory compliance for product labeling.	Standardized Labels for All Products
19	Branding	Trademark	License branding kit	Provide Trademark for ORMAS retail brand

B. Facilitating the establishment of ORMAS retail stores at the Metro City Airports

SI No	Macros	Micros	Description	Deliverables
1	Market Research	Consumer Demand & Location Feasibility	Study customer preferences at airports; identify suitable metro cities and airport terminals based on footfall, space availability, and buyer profiles	Market Feasibility Report of Retail stores in 5 Metro city Airports
2	Business Planning and Product Curation	Store Concept & Product Category Finalization	Define retail format (Type, size, and style of a physical retail outlet for display and sell products; select 30 travel-friendly, high-margin SKUs combining farm and non-farm products	1 Master Strategy Document (Business Concept Note with Store Format + SKU Curation Document for each targeted Airports (Farm- 15 & Non-farm- 15)
3	Legal Compliance and Retail Licensing	Retail License & Airport Retail Permits	Secure trade licenses, FSSAI, GST, AAI or airport authority permissions	Compliance Dossier with Legal Clearances (Business Registration Certificates, Lease or Rental Agreement, Fire Safety Certificate, Shops and Establishments Act License, FSSAI License (if selling food products), Airport Authority or Mall NOC (No Objection Certificate etc.)

Selection of an Agency for Strengthening ORMAS Retail Outlets and Establishing Airport Retail Stores to Promote ORMAS Supported Rural Products

SI No	Macros	Micros	Description	Deliverables
4	Retail Management	Visual Merchandising	Unified store blueprint across all retail outlets	5 Store Layout Designs
5	Retail Management	POS + Inventory System	Integrated POS and inventory management system including real-time stock tracking, product coding, and transaction analytics for seamless operations.	POS System Implementation 4 Outlets with 1 Centralized Inventory Control System having Master SKU Database
6	Staff Hiring & Management	Staff Hiring, Multilingual Training, Customer Service	Hire and train retail staff in product knowledge, service excellence, POS use, and language skills	Appointment of 8 Sales persons@2 per outlet along with submission imparting training + Training Completion Report
7	Product Procurement and Quality Management	Vendor Sourcing & Quality Control	Engage ORMAS CBOs for sourcing; ensure quality checks, eco-packaging, and labeling	Procurement Plan + Packaging Standard Guide
8	Branding & Packaging	Brand Identity, Packaging, Labeling	Develop outlet-specific branding; ensure compliant, eco-friendly packaging and product labeling	5 Comprehensive Branding Kit (logos, colors, imagery, fonts, voice and tone) and 1 Unified Branding Guideline; Packaging Designs Across Product Lines (Based upon finalized SKUs)
9	Pricing	Retail SKU-wise Pricing Strategy	Develop pricing for each product SKU by considering input costs, value addition, market demand, and target margin to ensure competitiveness in retail.	Based upon created Master SKU Database for each targeted Airport Outlet (Farm- 15 & Non-farm- 15)
10	Sales Analytics	Sales Tracking & Demand Forecasting	Setup analytics dashboards for tracking daily sales, footfall, top SKUs, and forecasting trends	Monthly Report per Outlet + Quarterly Forecasting Report + 1 Monthly Stock Audit
11	Visual Merchandising	Store Layout, Shelf Planograms, Window Display	Monthly updates to visual merchandising including trends, shelf & display layouts	Store-Specific Plans

Selection of an Agency for Strengthening ORMAS Retail Outlets and Establishing Airport Retail Stores to Promote ORMAS Supported Rural Products

SI No	Macros	Micros	Description	Deliverables
12	Loyalty & Customer Retention	Unified Loyalty Program	Design and implement a loyalty system with customer purchase tracking and rewards	1 Unified Loyalty Program across all outlets
13	Compliance & Safety	SOPs for Safety, Theft Prevention, Staff Conduct	Develop retail SOPs and ensure regular audits on security, hygiene, and customer safety	1 Compliance & Security Manual
14	Warehouse & Logistics	Distribution Network for SKUs from Odisha	Optimize warehousing in Odisha and create regional hubs near metro cities for stock movement	Products will cater from the developed of 1 Centralized Warehouse Strategy

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:

- 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.

**Selection of an Agency for Strengthening ORMAS Retail Outlets and Establishing Airport Retail
Stores to Promote ORMAS Supported Rural Products**

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 Strengthening ORMAS Retail Outlets and Establishing
Airport Retail Stores to Promote ORMAS Supported Rural Products.[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: _____

Selection of an Agency for Strengthening ORMAS Retail Outlets and Establishing Airport Retail Stores to Promote ORMAS Supported Rural Products

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: _____

**Selection of an Agency for Strengthening ORMAS Retail Outlets and Establishing Airport Retail
Stores to Promote ORMAS Supported Rural Products**

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 Strengthening ORMAS Retail Outlets and Establishing Airport Retail Stores to Promote ORMAS Supported Rural Products

TECH - 5

(BIDDER'S PAST EXPERIENCE DETAILS)

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

Sl. No.	Name of the Client (CentralGovt / State Govt/ PSUs/ listed companies)	Nature of the assignment (Retail Supply Chain Management)	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: _____

Selection of an Agency for Strengthening ORMAS Retail Outlets and Establishing Airport Retail Stores to Promote ORMAS Supported Rural Products

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: _____

Selection of an Agency for Strengthening ORMAS Retail Outlets and Establishing Airport Retail
Stores to Promote ORMAS Supported Rural Products

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 Strengthening ORMAS Retail Outlets and Establishing Airport Retail Stores to Promote ORMAS Supported Rural Products

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 Strengthening ORMAS Retail Outlets and Establishing Airport Retail Stores to Promote ORMAS Supported Rural Products[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 Strengthening ORMAS Retail Outlets and Establishing Airport Retail Stores to Promote ORMAS Supported Rural Products		
Sl. No.	Deliverable Headers	Total Cost (INR)
A.	Strengthening of existing ORMAS promoted retail outlets	
B.	Facilitating the establishment of ORMAS retail stores at the Metro City Airports	
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:

Selection of an Agency for Strengthening ORMAS Retail Outlets and Establishing Airport Retail Stores to Promote ORMAS Supported Rural Products

FIN-2

Summary of Financial Proposal

(on Bidders Letterhead)

Name of the Bidder: _____

Annexure-A

SI No	Activity Name	Macro Area	Micro Area	Deliverables	Cost/Unit	Total Cost
1	Retail Management	Retail Operations Strategy	Standard operating procedures (SOPs) for daily store management.	1 Master Strategy Document		
2	Retail Management	Customer Service Training	Staff training module on customer interaction and service excellence.	1 Master Training Session + Refresher in every 6 months		
3	Retail Management	POS + Inventory System	Integrated POS and inventory management system including real-time stock tracking, product coding, and transaction analytics for seamless operations.	POS System Implementation in each Outlets + 1 Centralized Inventory Control System + 1 Master SKU Database (10–12 SKUs per Outlet)		
4	Retail Management	Sales Analytics Hub	Centralized sales and inventory analytics system offering dashboards for sales trends, footfall, demand forecasting, and stock audits.	Monthly Report per Outlet (Sales & Demand Insights) + Quarterly Forecasting Report + Monthly Stock Audit Report		
5	Retail Management	Loyalty Programs	Designing and implementing customer rewards and membership programs	1 Unified Loyalty Program. A single system across all outlets with individual tracking.		

Selection of an Agency for Strengthening ORMAS Retail Outlets and Establishing Airport Retail Stores to Promote ORMAS Supported Rural Products

SI No	Activity Name	Macro Area	Micro Area	Deliverables	Cost/Unit	Total Cost
6	Retail Management	Compliance & Security Protocols	Development of module for Ensuring legal, safety, and security measures for retail operations.	1 Compliance & Security Manual		
7	Retail Management	Visual Merchandising	Unified store blueprint across all retail outlets	5 Store Layout Design		
8	Visual Merchandising	Unified Visual Merchandising	Comprehensive monthly merchandising service including window display refresh, shelf layout updates (planograms), and trend-based visual adjustments.	1 Monthly Merchandising Update per Outlet (Including Window Display + Planogram)		
9	Visual Merchandising	Shelf & Aisle Organization	Merchandising strategy per outlet.	Store-Specific Plans		
10	Visual Merchandising	In-Store Signage & Branding	Directional, promotional, and informational signage.	As per store layout plan		
11	Inventory Management	Stock Replenishment Guidelines	Automated rules for refilling stock.	1 Standard Reordering Policy		
12	Inventory Management	Warehouse & Storage Optimization	Efficient distribution network.	1 Centralized Warehouse Strategy + 3 Regional Hubs		
13	Inventory Management	Supplier & Procurement	Supplier selection and order frequency guidelines.	1 Procurement & Vendor Management Document		

Selection of an Agency for Strengthening ORMAS Retail Outlets and Establishing Airport Retail Stores to Promote ORMAS Supported Rural Products

SI No	Activity Name	Macro Area	Micro Area	Deliverables	Cost/Unit	Total Cost
		Strategy				
14	Inventory Management	Shrinkage & Loss Prevention Plan	Strategies to reduce theft, damage, and wastage.	1 Standardized Policy		
15	Branding & Packaging	Integrated Branding Package	Holistic brand development including brand identity, logo & tagline creation, and standard branding guidelines to ensure consistency across outlets.	5 Comprehensive Branding Kit (logos, colors, imagery, fonts, voice and tone) and 1 Unified Branding Guideline		
16	Branding and Packaging	Packaging Design & Prototyping	Innovative and eco-friendly packaging solutions.	Packaging Designs Across Product Lines (Based upon Product Category Wise)		
17	Pricing	Retail SKU-wise Pricing Strategy	Develop pricing for each product SKU by considering input costs, value addition, market demand, and target margin to ensure competitiveness in retail.	Based upon created Master SKU Database (10–12 SKUs per Outlet)		
18	Branding and Packaging	Product Labeling & Compliance	Ensuring regulatory compliance for product labeling.	Standardized Labels for All Products		
19	Branding	Trademark	License branding kit	Provide Trademark for ORMAS retail brand		

Selection of an Agency for Strengthening ORMAS Retail Outlets and Establishing Airport Retail Stores to Promote ORMAS Supported Rural Products

Annexure-B

SI No	Macros	Micros	Description	Deliverables	Cost/Unit	Total Cost
1	Market Research	Consumer Demand & Location Feasibility	Study customer preferences at airports; identify suitable metro cities and airport terminals based on footfall, space availability, and buyer profiles	Market Feasibility Report of Retail stores in 5 Metro city Airports		
2	Business Planning and Product Curation	Store Concept & Product Category Finalization	Define retail format (Type, size, and style of a physical retail outlet for display and sell products; select 30 travel-friendly, high-margin SKUs combining farm and non-farm products	1 Master Strategy Document (Business Concept Note with Store Format + SKU Curation Document for each targeted Airports (Farm- 15 & Non farm- 15)		
3	Legal Compliance and Retail Licensing	Retail License & Airport Retail Permits	Secure trade licenses, FSSAI, GST, AAI or airport authority permissions	Compliance Dossier with Legal Clearances (Business Registration Certificates, Lease or Rental Agreement, Fire Safety Certificate, Shops and Establishments Act License, FSSAI License (if selling food products), Airport Authority or Mall NOC (No Objection Certificate etc.)		
4	Retail Setup	Store Layout Design	Unified store blueprint across all retail outlets	5 Store Layout Designs		
5	Retail Management	POS + Inventory System	Integrated POS and inventory management system including real-time stock tracking, product coding, and transaction analytics	POS System Implementation 4 Outlets with 1 Centralized Inventory Control System having Master SKU Database		

Selection of an Agency for Strengthening ORMAS Retail Outlets and Establishing Airport Retail Stores to Promote ORMAS Supported Rural Products

SI No	Macros	Micros	Description	Deliverables	Cost/Unit	Total Cost
			for seamless operations.			
6	Staff Hiring & Management	Staff Hiring, Multilingual Training, Customer Service	Hire and train retail staff in product knowledge, service excellence, POS use, and language skills	Appointment of 8 Sales persons@2 per outlet along with submission imparting training + Training Completion Report		
7	Product Procurement and Quality Management	Vendor Sourcing & Quality Control	Engage ORMAS CBOs for sourcing; ensure quality checks, eco-packaging, and labeling	Procurement Plan + Packaging Standard Guide		
8	Branding & Packaging	Brand Identity, Packaging, Labeling	Develop outlet-specific branding; ensure compliant, eco-friendly packaging and product labeling	5 Comprehensive Branding Kit (logos, colors, imagery, fonts, voice and tone) and 1 Unified Branding Guideline; Packaging Designs Across Product Lines (Based upon finalized SKUs)		
9	Pricing	Retail SKU-wise Pricing Strategy	Develop pricing for each product SKU by considering input costs, value addition, market demand, and target margin to ensure competitiveness in retail.	Based upon created Master SKU Database for each targeted Airport Outlet (Farm- 15 & Non-farm- 15)		
10	Sales Analytics	Sales Tracking & Demand Forecasting	Setup analytics dashboards for tracking daily sales, footfall, top SKUs, and forecasting trends	Monthly Report per Outlet + Quarterly Forecasting Report + 1 Monthly Stock Audit		

Selection of an Agency for Strengthening ORMAS Retail Outlets and Establishing Airport Retail Stores to Promote ORMAS Supported Rural Products

SI No	Macros	Micros	Description	Deliverables	Cost/Unit	Total Cost
11	Visual Merchandising	Store Layout, Shelf Planograms, Window Display	Monthly updates to visual merchandising including trends, shelf & display layouts	Store-Specific Plans		
12	Loyalty & Customer Retention	Unified Loyalty Program	Design and implement a loyalty system with customer purchase tracking and rewards	1 Unified Loyalty Program across all outlets		
13	Compliance & Safety	SOPs for Safety, Theft Prevention, Staff Conduct	Develop retail SOPs and ensure regular audits on security, hygiene, and customer safety	1 Compliance & Security Manual		
14	Warehouse & Logistics	Distribution Network for SKUs from Odisha	Optimize warehousing in Odisha and create regional hubs near metro cities for stock movement	Products will cater from the developed of 1 Centralized Warehouse Strategy		

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

Communication Address of the Bidder: _____

Selection of an Agency for Strengthening ORMAS Retail Outlets and Establishing Airport Retail Stores to Promote ORMAS Supported Rural Products

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*****