



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

ORMAS

SIRD & PR Campus
 Unit-VIII, Bhubaneswar
 Odisha-751012, India
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 Website:www.ormas.org

Notice No. 2632

Date: 30/08/2025

Corrigendum Notice to the RFP Notice No.2504 dated 14.08.2025

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

Venue: ORMAS Conf. Hall, SIRD Campus

Date: 22.08.2025

Sl. No.	Page no. and Original RFP Clause reference	Original RFP reference	Clarifications/Modifications
1	Pre-Qualification/Eligibility Criteria: SI – 6 : Experience, Page No - 11	The Agency in the last 5 financial Years must have experience of handling minimum of 3 nos. of projects on Promotion of Products through Digital Marketing and E-Commerce having minimum project value of Rs.10 lakh each, undertaken for any agency under Central or State Government or Union territories or Public Sector Undertakings or Listed companies under BSE/NSE. Both ongoing/completed assignments will be considered.	The Agency in the last 5 financial Years must have experience of handling minimum of 3 nos. of projects on Promotion of Products through Digital Marketing and/or E-Commerce having minimum project value of Rs.10 lakh each, undertaken for any agency under Central or State Government or Union territories or Public Sector Undertakings or Listed companies under BSE/NSE. Both ongoing/completed assignments will be considered.
2	B. Technical Evaluation (2 nd Stage) : SI No – 1.2	Past Experience: Prior experience of implementing and managing projects in Central/ State Government/ Public Sector Undertaking/ Listed companies under BSE/NSE on Promotion of Products through Digital Marketing and E-Commerce: - Minimum 3 years: 5 Marks - Each additional years after 3 years: 1 Mark (Maximum up to 10 marks)	Past Experience: Prior experience of implementing and managing projects in Central/ State Government/ Public Sector Undertaking/ Listed companies under BSE/NSE on Promotion of Products through Digital Marketing and/or E-Commerce: - Minimum 3 years: 5 Marks - Each additional years after 3 years: 1 Mark (Maximum up to 10 marks)



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3	B. Technical Evaluation (2 nd Stage) : SI No – 1.3	Projects Undertaken: The Agency must have experience of implementing and managing projects in Central/ State Government/ Public Sector Undertaking/ Listed companies under BSE/NSE in projects on Promotion of Products through Digital Marketing and E-Commerce involving products of similar nature, in the last 5 financial Years(having minimum project value of Rs.10 lakh each) • Each assignment /work shall carry 3 marks (Maximum up to 30 marks) • Both ongoing / completed assignment will be considered	Projects Undertaken: The Agency must have experience of implementing and managing projects in Central/ State Government/ Public Sector Undertaking/ Listed companies under BSE/NSE in projects on Promotion of Products through Digital Marketing and/or E-Commerce involving products of similar nature, in the last 5 financial Years(having minimum project value of Rs.10 lakh each) • Each assignment /work shall carry 3 marks (Maximum up to 30 marks) • Both ongoing / completed assignment will be considered
4	TECH -5, Column No. C, Page No. 32	Nature of the assignment (Promotion of Products through Digital Marketing and E-Commerce)	Nature of the assignment (Promotion of Products through Digital Marketing and/or E-Commerce)

Rathore

**Chief Executive Officer,
ORMAS, Bhubaneswar**

CC:

1. Copy to e-Governance Cell, PR & DW Deptt. Govt. of Odisha for publication on the website of the Department for wide publicity.
2. Copy to Project Executive, IT, ORMAS for publication on the website of the Department for wide publicity.