

Odisha Rural Development & Marketing Society

Panchayati Raj & Drinking Water Department, Government of Odisha

Notice No. 2465

Date 08/08/2025

Corrigendum Notice to the RFP Notice No.2310 dated 18.07.2025

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

Venue-ORMAS Conf. Hall, SIRD Campus

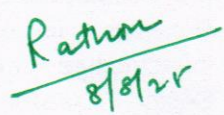
Date- 25.07.2025

Sl. No	Page no. and Original RFP Clause reference	Original RFP reference	Clarifications/Modifications
1	Page 31	Preparation of communication and promotion plan for Department on an annual basis	For development of any annual marketing way forward plan, the primary brief along with information and goal is to be provided by the Department.
2	Page 31	Development of IEC Materials: a. Conceptualize and design material for booklets, leaflets, posters, annual reports and other promotional materials – Leaflet / poster Quantity for 1 years: 1,00,000 nos.	Quantity to be corrected to 24 nos.
3	Page 31	Conceptualize and design material for booklets, leaflets, posters, annual reports and other promotional materials - Annual Report Quantity for 1 years: 5 nos.	Quantity to be corrected to 1 no.
4	Page 34	4.Exhibits and outdoor media a. Hoardings - The Agency shall identify locations minimum 1500 locations across the State. The amount quoted by the Agency shall include designing, only. b. Outdoor Banners and Frame - The agency shall design the banners and frame.	The agency shall design the hording, outdoor banners and frame. Further, the agency to suggest locations which will result in maximum coverage for outdoor identification process.
5	Page 34	Minimum of 100 Nos. of Buses (to be branded preferably using vinyl stickers/ Paper Stickers) on major routes connecting Districts Headquarters. The quantity may be increased or decreased as per the requirement. The Agency shall create design and install as per bus panel display area.	The agency only needs to do the creation part-design as per bus panel display area. To be quoted for design part only. Quantity be referred to as 1 (one)
6	Page 36	Folk Shows The agency will conceptualize and develop comprehensive script for the folk shows: Crafting compelling narrative that effectively communicates DEPARTMENT's initiatives,	The folk show and the performances shall be at the discretion of the agency. The venue bookings and approvals shall be handed by the agency. Only ancillary costs shall be borne by the department.

		achievements and objectives. Developing a detailed script that outlines dialogue, stage directions, and performance elements. Crafting short skits that illustrate key aspects of DEPARTMENT's initiatives in an entertaining and educational manner. Develop promotional materials such as posters, social media posts, and community announcements to generate excitement about the folk shows. Identify suitable venues for hosting the folk shows within target communities.	
7	Page 32	Develop Videos / Reels: The agency will produce viral reels and videos of varying durations. The agency will focus on creating both short-form content (under 1 minute) for quick consumption and longer formats (1-3 minutes). • short-form content (20- 30 secs): 500 nos. • short-form content (under 1 minute): 500 nos. • longer formats (1-3 minutes): 250 nos.	The no. of video/reels shall be as per requirement of the department.
8	Page 33	Interactive Content The agency will also develop interactive content such as quizzes, surveys, and infographics that allow users to engage actively with information and Design social media Creative Post	The interactive contents shall be hoisted on platforms as suggested by the department.
9	Page 36	Coffee Table Book Conceptualization, lay out designing, typesetting of a multi colour book (including covers). Dimension of the book – 11.5 x 11.5 inches Number of pages – 120-140. The design should be suitable for printing on Art Paper of 130 GSM and Cover of 150 GSM. Artworks, illustrations, infographics etc. suitable for the text information and as per layout. Photographs as required	Design and related activities including pictures of content shall be prepared by the agency. Printing cost shall be borne by the department.
10	Page 24	Comprehensive Event Management at All Levels: The selected agency shall provide end-to-end support for the	The agency shall provide end-to-end support for the planning. The execution will be separate and will be delt as per the finance rules.

		planning and execution of events. This includes, but is not limited to: • Stage design and management • Anchoring/compering services • Preparation of speeches, talking points, and briefing notes • Media coordination, including enlisting media participation, drafting press releases, managing media interactions, and ensuring effective news dissemination • Liaison and coordination with external agencies and stakeholders • Management of exhibits and displays • Volunteer coordination and ushering services • These activities will be undertaken to support awareness generation of departmental schemes or any other initiatives as directed by the Department and its stakeholders.	
11	Page 23	Create and implement Program Specific IEC campaigns - To design a creative plan to spread information about key programs/initiatives of the department. It includes initiatives / disease specific campaigns/ scheme specific campaigns and executions (tentatively 10 initiatives per year in discussion with department). The prime schematic programmes/initiatives will include all the Schemes implemented along with infrastructure development in different Sector. Creation of videos as per requirement will be prepared by the Agency as per approved rate of I&PR Department. All the other collaterals will be created by selected agency. The cost for medium of dissemination will be borne by the client.	The rate as per price bid (Section F) is to be provided by the agency but in no case, it shall exceed the I & PR rate.
12	Page No.- 14, Technical Evaluation Criteria (Point No.-1)	Average annual turnover of Rs.5.00 Cr in last three years as on 31.03.2024 5 Crore 10 Marks. Above 5 Crore: 1 Mark for each One Crore	Average annual turnover of 3 crore in last three financial years as on 31.3.2024 (3 crore 10 marks, above 3 crores: 1 mark for each one crore)

13	Page Nos. 13 & 14 -Technical Evaluation (2 nd Stage): Technical Bid will be opened and evaluated.	SI No. 1 of Technical Evaluation Criteria: Average annual turnover of Rs.5.00 Cr in last three years as on 31.03.2024. 5 Crore= 10 Marks. Above 5 Crore: 1 Mark for each One Crore. (Maximum Mark up to 20 Marks)	SI No. 1 of Technical Evaluation Criteria: Average annual turnover of Rs.3.00 Cr in last three years as on 31.03.2024. 3 Crore= 10 Marks. Above 3 Crore: 1 Mark for each One Crore. (Maximum Marks up to 20 Marks)
14	Page No. 10 - Section 2: Information to The Bidder: Pre-Qualification/Eligibility Criteria	SI No. 5 of Pre-Qualification/Eligibility Criteria: Bidder may have local office at Bhubaneswar (In case the bidder does not have an office space in Bhubaneswar, the bidder needs to give a declaration, as part of the technical proposal, to set up an office in Bhubaneswar for the period of the engagement for coordination of the assignment.	The agency must have an office in Odisha. (Rent agreement/recent electricity bill or any other relevant documents should be submitted as proof)
15	Page No 5: 1.Data Sheet	Last Date and Time for submission of Bid: 07.08.2025 at 5:00 PM www.tendersodisha.gov.in Date & Time for opening of Technical Bid: 08.08.2025 at 11.30 PM Date & Time for Technical Presentation and opening of Financial Proposal: 13.08.2025 at 11.30 AM & 3.30 PM	Last Date and Time for submission of Bid: 25.08.2025 at 5 PM www.tendersodisha.gov.in Date & Time for opening of Technical Bid: 26.08.2025 at 11.30 AM Date & Time for Technical Presentation and opening of Financial Proposal: 29.08.2025 at 11.30 AM & 3.30 PM (will be intimated)


**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 and Notice Board of ORMAS for wide publicity.