



**DEPARTMENT OF AGRICULTURE & FARMERS EMPOWERMENT, ODISHA
DIRECTORATE OF AGRICULTURE & FOOD PRODUCTION, ODISHA, BHUBANESWAR
REQUEST FOR PROPOSAL**

RFP No. XII (INF) 3/2022/

877

Dated: 26th May, 2022

The Department of Agriculture & Farmers' Empowerment, Odisha intends to engage a media consulting agency for IEC strategy and creative productions for smooth operationalisation of the IEC activities taken up by the three Directorates under the A&FE Deptt. Hence, Director of Agriculture & Food Production, Odisha, Bhubaneswar of Department of Agriculture & Farmers Empowerment, Odisha invites sealed proposal from the eligible bidders having their office in Odisha for "media consulting agency for IEC strategy and creative productions" under the administrative control of Director of Agriculture & Food Production, Odisha, Bhubaneswar.

The RFP Document containing **details of scope of work, professional requirements and other bidding parameters** can be accessed and downloaded from the website of Agriculture & Farmers Empowerment Department at <https://agriodisha.nic.in>, agrisnetodisha.ori.nic.in & tendersodisha.gov.in

Important dates for the bidding process:

SI No.	Critical Events	Time Line
1	Date of Issue of RFP	27.05.2022
2	Submission of Pre-Bid Queries	03.06.2022 up to 5.30 PM
3	Pre-Bid Meeting	06.06.2022 at 11:30 AM
4	Publication of Pre-Bid Clarification	08.06.2022
5	Last Date and Time for Submission of Bid	29.06.2022 up to 5.30 PM
6	Opening of Technical Bid	30.06.2022 at 11.30 AM
7	Technical Presentation	07.07.2022 at 03.30 PM
8	Opening of Financial Bid	11.07.2022 at 03.30 PM

The proposal complete in all respect in a sealed envelope clearly mentioning on the top of it "**Selection Of A Media Consulting Agency For IEC Strategy And Creative Productions**" must reach the undersigned through **Speed Post / Registered Post** or can be dropped in the tender box placed at Joint Director of Agriculture (Information), Baramunda, Bhubaneswar latest by 29.06.2022 up to 5.30 PM. The proposals received beyond the scheduled last date and time shall not be considered and will be out rightly rejected. Further, the authority reserves the right to reject any/all proposals without assigning any reason thereof.

Joint Director of Agriculture (Information),
OUAT Farm Road, Baramunda, Bhubaneswar - 751003
Website: <https://agriodisha.nic.in>, agrisnetodisha.ori.nic.in & tendersodisha.gov.in
Phone: 0674-2354843, Email: jdainfo.dag@nic.in

REQUEST FOR PROPOSAL

SELECTION OF A MEDIA CONSULTING AGENCY FOR IEC STRATEGY AND CREATIVE PRODUCTIONS



**GOVERNMENT OF ODISHA
DEPARTMENT OF AGRICULTURE & FARMERS' EMPOWERMENT**

MAY 2022

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DISCLAIMER

This Request for Proposal (RFP) is issued by the **Director of Agriculture & Food Production, Odisha under the Department of Agriculture & Farmers' Empowerment, Government of Odisha.**

The information contained in this Request for Proposal document (“RFP”) or subsequently provided to Bidders, whether verbally or in documentary or any other form by on behalf of the Authority or any of their employees or advisors, is provided to Bidder on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information provided. This RFP is not an agreement and is neither an offer nor invitation by the Authority to the prospective Applicants or any other person.

The purpose of this RFP is to provide interested bidders with information that may be useful to them in the formulation of their Proposals pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the assignment. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This RFP may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisors to consider the objectives, technical expertise and particular needs of each part who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP, may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this RFP and obtain independent advice from appropriate sources.

Information provided in this RFP to the Applicants is on a wide range of matters, some of which depend upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

The Authority, its employees and advisors make no representation or warranty and shall have no liability to any person including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assumptions, assessments, statements or information contained therein or deemed to form part of this RFP or arising in any way in the Selection process. The Authority also accepts no liability of any nature whether resulting from negligence or otherwise, however caused arising from reliance of any Applicant upon the statements contained in this RFP.

The issue of this RFP does not imply that the Authority is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for service and the Authority reserves the right to reject all or any of the Proposals without assigning any reason whatsoever. Director of Agriculture & Food Production, Odisha under the Department of Agriculture & F.E, Government of Odisha shall be the sole and final authority with respect to selection of a Consultant/ Agency through this RFP.

BIDDER DATA SHEET

Sl. No.	Particular	Details
1.	Name of the Client	Department of Agriculture & Farmers Empowerment, Odisha
2.	Method of Selection	Quality and Cost Based Selection (QCBS) Method
3.	Availability of RFP Document	Detail RFP documents are available in following website: https://agriodisha.nic.in , agrisnetodisha.ori.nic.in & tendersodisha.gov.in agri.odisha.gov.in
4.	Date of Issue of RFP	27.05.2022
5.	Deadline for Submission of Pre Bid Query	03.06.2022 up to 5.30 PM
6.	Pre-Bid Meeting	06.06.2022 at 11.30 AM
7.	Publication of Pre-Bid Clarification through Website	08.06.2022
8.	Last Date and Time for submission of Bid	29.06.2022 up to 5.30 PM
9.	Date of opening of Technical Proposal	30.06.2022 at 11.30 AM
10.	Date of Technical Presentation	07.07.2022 at 03.30 PM
11.	Date of opening of Financial Proposal	11.07.2022 at 03.30 PM
12.	Expected Date of Commencement of Assignment	25th July, 2022
13.	Pre-Bid meeting	<ul style="list-style-type: none"> • Date- 06.06.2022 at 11:30 AM • Venue- Board Room, Ground Floor, Krushi Bhawan, Gopabandhu Marg, Bhubaneswar. • All queries received on or before 03.06.2022 up to 5.30 PM in the Email: jdainfo.dag@nic.in in MS Word format shall be clarified, if necessary, through suitable amendment to the RFP latest by dt.03.06.2022. • The pre-bidding meeting may be attended offline.
14.	Bid Processing Fee (Non-Refundable) *	Rs 10,000/- INR + GST 18% in shape of Demand Draft drawn in favour of “ Joint Director of Agriculture (Information), Baramunda, Bhubaneswar in any Scheduled Commercial Bank payable at Bhubaneswar.

Sl. No.	Particular	Details
15.	Earnest Money Deposit (EMD) (Refundable)*	Format of Bid Security Declaration from Bidders in Lieu of EMD must be deposited as per the Annexure-II in the Bidders letter head Bid security declaration only as per FDOM No.8484 Dt 05.04.2022 as attached at Annexure-VII
16.	Address for Submission of Proposal	Joint Director of Agriculture (Information), O/o Director of Agriculture & Food Production, Odisha, jdainfo.dag@nic.in ,
17.	Mode of Submission of Proposal	Through Speed Post / Registered Post or the proposals in sealed envelope can also be dropped in the tender box placed at Joint Director of Agriculture (Information), Baramunda, Bhubanewar-751003 latest by 29.06.2022 up to 5.30PM.
18.	Place of Opening of Technical Proposal:	Board Room no-1, Ground Floor, Krushi Bhawan, Department of Agriculture & Farmers Empowerment, Odisha, Gopabandhu Marg, Bhubaneswar

NB: - *Start-ups registered with MSME Deptt. are exempted from remittance of EMD.

For details on the selection process, please visit:

agriodisha.nic.in, agrisnetodisha.ori.nic.in & tendersodisha.gov.in

SECTION: 1

LETTER OF INVITATION

LETTER OF INVITATION

Name of the Assignment: “Selection of a Media Consulting Agency for IEC Strategy And Creative Productions” under Department of Agriculture & Farmers Empowerment, Government of Odisha officiating at Director of Agriculture & Food Production, Odisha.

1. Director of Agriculture & Food Production, Odisha, Agriculture & Farmers Empowerment Department, Government of Odisha **invites sealed proposal from eligible bidders for Selection of a Media Consulting Agency for IEC Strategy and Creative Productions” under administrative control of Director of Agriculture & Food Production, Odisha of the Department of Agriculture & Farmers Empowerment, Odisha.** The details on the proposed assignment are provided at **Section-3: Terms of Reference** of this RFP Document.
2. **An Agency having their office in Odisha will be selected under Quality and Cost Based Selection (QCBS) procedure as prescribed in the RFP Document in accordance with the policies and procedures accompanying the Guideline of Finance Department issued vide Office Memorandum No. 37323/F, Dated: 30.11.2018 of Finance Department, Government of Odisha.**
3. The proposal should be complete in all respect as specified in the RFP Document must be accompanied with a non-refundable amount of Rs. 10,000/- (Rupees Ten Thousand only)) +GST18% towards Bid Processing Fee in shape of Demand Draft drawn in favour of “Joint Director of Agriculture (Information), Odisha, Bhubaneswar” on any Scheduled Commercial Bank and payable at Bhubaneswar, Odisha, failing which the bid shall be rejected. The remittance of EMD shall be exempted for Start-ups registered with MSME as per norms. **(Bid security declaration only as per FDOM No.8484 Dt 05.04.2022 as attached at 8484 Bid Security Earnest Money deposit Annexure-VII).** The Bid security declaration from bidders in Lieu of EMD should be deposited as per **Annexure-II**
4. The proposal must be delivered at the specified address as per the Bidder Data Sheet by Speed post / Registered Post or dropped in the Tender Box kept **at the reception of the Joint Director of Agriculture (Information), Baramunda, Bhubaneswar within the timeline, i.e dt.29.06.2022(5.30pm).** The Joint Director of Agriculture (Information), Odisha, Bhubaneswar shall not be responsible for postal delay or any consequence. Submission of proposal through any other mode shall not be accepted and will be outrightly rejected.
5. The last date and time for submission of proposal complete in all respects is **29th June 2022 up to 5.30 PM** and the date of opening of the bid is **30th June, 2022 at 11.30 AM** in the presence of the bidder’s representative at the specified address as mentioned in the Bidder Data Sheet. Representatives of the bidders may attend the meeting with due authorization letter on behalf of the bidder.
6. **This RFP includes following sections:**
 - a. Letter of Invitation **[Section –1]**
 - b. Information to the Bidder **[Section –2]**
 - c. Terms of Reference **[Section –3]**
 - d. Technical Proposal Submission Forms **[Section – 4 (Part – A & B)]**
 - e. Financial Proposal Submission Forms **(Section–5)**
 - f. Annexure **(Section –6)**

7. While all information/ data given in the RFP are accurate within the consideration of scope of the proposed assignment to the best of the **Department of Agriculture & Farmers Empowerment's** knowledge. Further, **Department of Agriculture & Farmers Empowerment, Odisha, Bhubaneswar** holds no responsibility for accuracy of information, and it is the responsibility of the bidder to check the validity of information/data included in this document. The **Department of Agriculture & Farmers Empowerment, Odisha, Bhubaneswar** reserves the right to accept / reject any/all proposals / terminate the entire selection process at any stage without assigning any reason thereof.

**Director of Agriculture & Food Production
Department of Agriculture & F.E, Odisha**

SECTION: 2

INFORMATION TO THE BIDDER

A. Pre-Qualification /Eligibility Criteria:

Bidders must confirm to the eligibility criteria given below and to this effect must produce the required supportive documents/information as indicated against each as part of their technical proposal:

Sl.No	Eligibility Criteria	Supporting Documents Required
1	<p>The bidder should be a Company (private/ public) registered in India under Indian Companies Act 1956 or 2013. Supporting documents to be provided against this point. The agency/consortium</p> <ul style="list-style-type: none"> - Should be reputed one with experience & expertise in IEC strategy and designing creatives - Should have experience in Govt department/ reputed corporate sectors. <p><i>(Consortium or Joint Venture is allowed. Consortium/Joint Venture should not have more than 2 partners)</i></p>	Copy of certificate of Incorporation / Registration of the bidder
2	<p>The bidder should have minimum average annual turnover of Rs. 1.00 crore from creative services and IEC/media strategy business for last three years i.e., for 2018-19, 2019-20 & 2020-21 as reflected in last 3 years Audited balance sheet & finance reports submitted to the concerned regulating authorities. In case of consortium, joint turnover for both the agencies will be considered.</p>	Copies of audited balance sheet/ Income Expenditure Statement for last two financial years (2018-19 to 2020-21). (TECH A – 3)
3	<p>The bidder should have experience in minimum 2 Creative Campaign/Production of content for Central/ State Government/PSU and minimum 2 Creative Campaign/Production of content for Private Organisations during last 3 financial year. (Minimum value – 10 lakhs) The bidder should have experience of 2 projects for creating Behaviour Change Campaign for Central/State Government/related agency during last 3 financial year. (Minimum value – 10 lakhs)</p>	Copies of Work Orders / Contract Document / Experience Certificate
4	The bidder should not be debarred/ blacklisted by any State Government or Central Government or their agencies at the time of submission.	Self-Declaration by the authorized representative on the bidder's letter head.
5	The bidder shall furnish an affirmative statement as to the existence of any potential conflict of interest on the part of the bidder due to prior, current, or proposed agreements, engagements, or affiliations with the Client.	Self-Declaration from the Bidder as per prescribed format (TECH A-6)
6	The Chief Functionary of the organization should not be a formal member of any political party and furnish on undertaking to the effect.	Self-Declaration by the authorized representative on the bidder's letter head.

B. Documents to be submitted along with TECHNICAL PROPOSAL (PART-A):

The bidders have to furnish the following documents duly signed in along with their Technical Proposal:

- i) Filled in Bid Submission Check List in original (**Annexure-I**)
- ii) Covering letter (**TECH A – 1**) on bidder's letterhead requesting to participate in the bid process.
- iii) Bid Processing Fee & Earnest Money Deposit (EMD) as applicable.
- iv) Copy of Certificate of Incorporation/Registration
- v) Copy of PAN
- vi) Copy of Goods and Services Tax Identification Number (**GSTIN**)
- vii) Copies of IT Return for the last three assessment years (**AY 2018-19, 2019-20&2020-21**).
- viii) General Details of the Bidder (**TECH A –2**)
- ix) Financial Details of the bidder (**TECH A – 3**) along with all supportive documents such as Balance Sheet and Income/Expenditure Statement duly certified and signed by the bidder.
- x) Power of Attorney (**TECH A – 4**) in favour of the person signing the bid on behalf of the bidder.
- xi) List of completed/ongoing assignments of similar nature (Past Experience Details, **TECH A – 5**) along with copies of contracts / work orders / experience certificate.
- xii) Self Declaration regarding an affirmative statement as to the existence of any potential conflict of interest on the part of the bidder due to prior, current, or proposed agreements, engagements, or affiliations with the Client(**TECH A –6**)
- xiii) Undertaking for not having been black-listed by any Central / State Government / Any other Autonomous Body / International & National Organisation at the time of submission.

NB: 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 summary 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 information as mentioned in the RFP Document. The proposal must be complete in all respect, indexed and hard bound. Each page should be numbered and certified by the authorised representative. Failure to comply with the RFP requirements will result in outright rejection of the proposal.

1. **Bid Processing Fee:**

The bidder must furnish, as part of technical proposal, the required bid processing fee amounting to **Rs. 10,000/- (Rupees Ten Thousand Only) + GST18%** in shape of DD/BC from any Scheduled Commercial Bank drawn in favour of “**Joint Director of Agriculture (Information), Odisha, Bhubaneswar**” payable at Bhubaneswar. Proposals received without bid processing fee will be out rightly rejected.

2. **Earnest Money Deposit (EMD):**

The bidder must furnish, as part of the technical proposal should be deposited as per **Annexure-II** (Bid security declaration only as per FDOM No.8484 Dt 05.04.2022 as attached in **Annexure-VI**).

The EMD of the successful bidder will be released only after furnishing the required Performance Bank Guarantee (PBG) and signing of the Contract.

The EMD will be forfeited on account of the following reasons:

- i) Bidder withdraws its proposal during the bid validity period as specified in the RFP.
- ii) Bidder does not respond to requests for clarification of its proposal.
- iii) Bidder fails to provide required information during the evaluation process or is found to be non-responsive or has submitted false information in support of its qualification.
- iv) If the bidder fails to
 - a) provide clarifications
 - b) agree to decisions of the contract negotiation meeting,
 - c) sign the contract in time,
 - d) furnish required Performance Bank Guarantee.
- v) Any other circumstance which holds the interest of the Client during the overall selection process.

3. **Validity of the Proposal:**

Proposals shall remain valid for a period of **180 (One hundred eighty) Days** from the date of opening of the technical proposal. **The Director of Agriculture & Food Production, Odisha** reserves the rights to reject a proposal valid for a shorter period as non-responsive and will make the best efforts to finalize the selection process and award of the Contract within the bid validity period. The bid validity period may be extended on mutual consent.

4. **Pre-Bid Meeting:**

A pre-bid meeting will be organised to address the queries relating to the overall selection process and scope of the work. To this respect, bidders can submit their queries, as per the prescribed format provided at **(Annexure-III)**, to Director of Agriculture & Food Production, Odisha through e-mail at **jdainfo.dag@nic.in** up to 3rd June, 2022 (5.30PM) from the level of the authorized representative of the bidder only. ***Any request for clarification submitted beyond the above deadline will not be entertained during the pre-bid meeting.*** The pre-bid meeting will be held on **06th June, 2022 at 11.30 AM** in the Board Room-1, Ground Floor of Krishi Bhawan, Agriculture & F.E Department, Odisha. Representatives (*maximum up to 2 members from each bidder*) with due authorization letter will be allowed to attend the pre-bid meeting. Clarifications to the submitted queries will be uploaded in the Department website for information of the bidders. Any such clarification / corrigendum shall be deemed to be part of this RFP. Request for alternation / change in existing terms and conditions of the RFP will not be

considered / entertained thereafter. The pre-bid meeting can also be attended remotely. The link will be shared at a later stage.

5. Authentication of Proposal:

The proposal should be accompanied by a power-of-attorney in the name of the signatory of the proposal as per the format **TECH A-4** as provided in the RFP.

6. Submission of Proposal:

7. Bidder must submit their proposals by **Registered Post / Speed Post** to the specified address or **Drop in the Tender Box** kept in the **O/o Joint Director of Agriculture (Information), Baramunda, Bhubaneswar** on or before the last date and time during office hours of working days for submission of proposals as mentioned in Bidder Data Sheet. **The Director of Agriculture & Food Production, Odisha** will not be responsible for postal delay / any consequence in receiving the proposal after the deadline as prescribed in the Bidder Data Sheet. Any Proposal received after the deadline shall not be accepted and will be out rightly rejected.

The procedure for submission of the proposal is described below:

i) Technical Proposal (PART-A) & (PART-B):

The envelope containing technical proposal, i.e two different parts, **Part-A and Part-B** should be bound together and furnished inside one envelope and shall be **SEALED AND SUPERSCRIBED** as “**Technical Proposal – selection of a media consulting agency for IEC strategy and creative productions**”. The duly filled-in technical proposal submission forms along with all the supportive documents and information have to be furnished as part of technical proposal as per the requirement.

ii) Financial Proposal

The duly filled-in financial proposal submission forms should contain the detailed price offer for the proposed assignment and have to be furnished as per the prescribed format only. The envelope containing financial proposal shall be **SEALED AND SUPERSCRIBED** as “**Financial Proposal – selection of a media consulting agency for IEC strategy and creative productions**”.

Both the above envelopes have to be sealed and placed inside a **third main envelope**, which has to be **SEALED AND SUPERSCRIBED** as “**selection of a media consulting agency for IEC strategy and creative productions under Director of Agriculture & Food Production, Odisha**” and submitted to the **Joint Director of Agriculture (Information), Baramunda, Bhubaneswar**.

8. Opening & Evaluation of the proposal:

- a. The FIRST ENVELOPE containing **TECHNICAL PROPOSAL** will be opened in the initial stage by the Client in presence of the bidder's representatives at the location, date and time specified in the Bidder Data Sheet. The Client will constitute a Technical Committee (approved by Govt) to evaluate the proposals submitted by bidders. **The Evaluation Screening Committee includes, Director of Agriculture & Food Production, Odisha as the Chairman of the committee. The following members are in the evaluation screening committee.**

1. FA-cum—Addl. Secretary to Govt. A&FE Deptt	Member
2. Addl. Director of Agriculture, O/o DA&FP, Odisha	Member
3. Director, IMAGE, Odisha, Bhubaneswar	Member
4. Joint Director, Horticulture, Odisha	Member
5. Joint Director, Soil Conservation & WD, Odisha	Member
6. Joint Director Agriculture (Information), DA&FP, Odisha	Member convener
7. Joint Director Agriculture (PP), DA&FP, Odisha	Member
8. State Bio-Chemist, Odisha	Member
9. DDA (Quality Control), O/o DA&FP, Odisha	Member
10. ADA (Information), O/o JDA (Information)	Member

Only one representative with proper authorization letter from the participating bidder will be allowed to attend the bid opening meeting. The SECOND ENVELOPE containing **FINANCIAL PROPOSAL** of the **technically qualified bidders** will be opened after completion of technical evaluation stage by the evaluation screening Committee formed (approved by Govt.). The date and time for opening of the financial proposal will be intimated accordingly to the technically qualified bidders well in advance.

9. Evaluation of Proposal:

A three stage process will be adopted as explained below for evaluation of the proposals. :

- I. **Preliminary Evaluation (1st Stage):** Preliminary evaluation of the proposals will be done to determine whether the proposals are in order & complete, and the requisite documents have been properly furnished by the bidder or not. Submission of following documents / information will be verified:
- i) Filled in Bid Submission Check List in Original (**Annexure-I**)
 - ii) Covering letter (TECH A – 1) on bidder's letterhead requesting to participate in the selection process.
 - iii) Bid Processing Fee & Earnest Money Deposit (EMD) as applicable
 - iv) Copy of Certificate of Incorporation/Registration
 - v) Copy of PAN
 - vi) Copy of Goods and Services Tax Identification Number (GSTIN)
 - vii) Copies of IT Return for the last three assessment years (AY- 2018-19, 2019-20, 2020-21).
 - viii) General Details of the Bidder (TECH A –2)
 - ix) Financial Details of the bidder (TECH A – 3) along with all supportive documents as applicable duly signed as per the instruction.
 - x) Power of Attorney (TECH A – 4) in favor of the person signing the bid on behalf of the bidder.
 - xi) List of completed assignments of similar nature (Past Experience Details, TECH A – 5) along with copies of contracts / work orders / experience certificate from previous clients.
 - xii) Self Declaration regarding an affirmative statement as to the existence of any potential conflict of interest on the part of the bidder due to prior, current, or proposed agreements, engagements, or affiliations with the Client (**TECH A –6**)

- xiii) Undertaking agency or consortium partner is not blacklisted by any Central / State Government / Autonomous bodies/ International & National Organisation
- xiv) All the pages of the proposal and enclosures are signed or not by the authorized representative.

Any deviation from the prescribed procedures/formats/conditions/requirements shall result in outright rejection of the proposal. Bids with conditional offer shall be out rightly rejected. All the pages of the proposal must have to be sealed and signed by the authorized representative of the bidder.

- II. **Technical Evaluation (2nd Stage):** Technical proposal will be opened and evaluated for those bidders who qualify the preliminary evaluation stage. Detailed evaluation process will be adopted for evaluation of the proposals. The proposals will be evaluated as per the parameters vide **Score Sheet** detailed below.

Bidders accompanied by the Consultants will make a presentation before the Client during the technical evaluation stage. The objective of the presentation is to enable the Client to evaluate the bidders about their understanding and preparedness for the proposed assignment. Clarifications, if any, as required by the Client will also be discussed during the meeting. The detail schedule along with an outline for presentation will be intimated to the concerned bidders before 7 days from the date of technical presentation. The financial proposals of the technically qualified bidders will be opened on same day / subsequent working day. Hence, the bidder should make themselves available for the same. **The bidder whose technical proposal secures a score above the minimum qualifying mark of 70% of the technical evaluation criteria (SINo-1 to 8) stage will be technically qualified. After technical presentation the bidder scored 70 marks out of 100 marks the bidder are eligible for opening of the financial proposal.**

Sl.	Technical Evaluation Criteria	Marks
1	Average annual turnover of Rs. 1.00 crore from creative services and IEC/media strategy business for last three years i.e., for 2018-19, 2019-20 & 2020-21 In case of consortium, joint turnover for both the agencies will be considered. <ul style="list-style-type: none"> • 1cr to 3cr – 3marks • > 3cr to 5cr – 4 marks • >5cr – 5 marks 	5
2	Experience in minimum 2 Creative Campaign/Production of content for Central/ State Government/PSU and minimum 3 Creative Campaign/Production of content for Private Organisations during last 3 financial year. (Minimum value- 10lakh) <ul style="list-style-type: none"> a. 5 engagements – 5 marks b. Between 6 – 10 engagements (marks to be pro-rated) – 5 marks c. >10 engagements – 1 marks each (capped to maximum of 5) 	15
3	Experience in minimum 2 Behaviour Change Campaign for Central/ State Government/PSU/UN/World Bank during last 5 financial year. (Minimum value- 10lakh) <ul style="list-style-type: none"> a. 2 engagements – 5 marks b. Between 2 – 7 engagements (marks to be pro-rated) – 5 marks c. >7 engagements – 1 marks each (capped to maximum of 5) 	15
4	Size of the company (media strategy and creative professionals only) <ul style="list-style-type: none"> a. Upto 30 full time employees – 2 marks b. 30-50 members – 4 marks c. >50 members – 5 marks 	5

5	No. of experienced creative professionals a. At least 5 creative professionals with 10 years of experience in creative designing – 5 marks b. Between 6 – 10 creative professionals with 10 years of experience in creative designing – 5 marks (marks to be pro-rated)	10
6	Behavior Change Expert Master's Degree in Psychology or Economics or Behaviour Sciences or Mass Communication or Sociology or Anthropology or Data Sciences from a reputed institute recognized by the govt. Minimum 5 years of experience in designing behavioural change campaign for Central/State government department/UN Organization/World Bank a. 5-8 years of experience – 3 marks b. 8-10 years of experience – 4 marks c. >10 years of experience – 5 marks <i>(Note – The expert doesn't need to be stationed in Odisha)</i>	5
7	Sr Communication Associates • Postgraduate/master's degree in journalism/ Mass Communication from any recognized university/Govt. approved institutions. • 3 years of work experience of working with Central/State government department 3 - 4 years– 0.5 marks 4 - 5 years – 0.5 marks > 5 years – 0.5 marks	1.5
8	Jr. Communication Associates • Bachelor's degree in journalism/ Mass Communication from any recognized university/Govt. approved institutions. • 1 years of work experience of working with Central/State government department Experience: 1 - 2 years– 0.5 marks 2 - 3 years – 0.5 marks > 3 years – 0.5 marks	1.5
9	Understanding and clarity of Scope of Work (to be assessed during technical presentation) Following key personnel should necessarily attend the technical presentation – 1. Behaviour Change Expert 2. 3 key professionals who would be involved in designing the creatives The bidder should clearly underline the methodology to conduct the Communication Need Assessment and create Behaviour Change Communication Campaign.	30
10	Quality of creative designs/ collaterals etc. prepared in previous assignments (samples to be shown during technical presentation)	12
	Total	100

III. **FINANCIAL EVALUATION (3rd Stage):** The financial proposals of the technically qualified bidders only shall be opened at this stage in the presence of the 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.

10. Evaluation Process:

Quality and Cost Based Selection (QCBS) method will be followed during the overall selection process. Based on the evaluation of technical proposal, the technically qualified bidders shall be ranked highest to lowest Technical Score (S_T) in accordance to the marks obtained during the technical evaluation stage. There shall be **70 %** weightage to technical score and **30 %** weightage to financial score.

The amount quoted in the (**Annual retainer fee + Cost of Community Need Assessment + Cost of Behaviour Change Campaign + Cost of Program Specific Campaign**) will carry 80% weightage in calculation of " F_b ". The sum of the amounts quoted in cost per designing of artwork/video will carry 20% weightage in calculation of " F_b ".

The individual bidder's financial score (S_F) will be evaluated as per the formula given below:

$$S_F = [F_{\min} / F_b] * 100 \text{ (rounded off to 2 decimal places)}$$

where,

S_F	= Normalized financial score of the bidder under consideration
F_{\min}	= Minimum financial quote among the technically qualified bidders
F_b	= Financial quote of the bidder under consideration

$$\text{Combined Score (S)} = S_T * 0.7 + S_F * 0.3$$

Where, S_T = Technical score secured by the bidder

The bidder securing the highest evaluated **Combined Score (S)** will be awarded the Contract observing due procedure. For evaluation, the total evaluated cost shall be inclusive of all taxes & duties for which the Client will make payment to the Consultant including overhead expenses, such as travel, accommodation, logistics, report preparation, printing & other secretarial expenses.

11. Performance Bank Guarantee :(PBG)

Within 7 days of notifying the acceptance of proposal for the award of Contract, the qualified bidder shall have to furnish a Performance Bank Guarantee amounting to **3% of the contract value** from a Scheduled Commercial Bank situated in Bhubaneswar in favour of "**Joint Director of Agriculture (Information), Baramunda, Bhubaneswar**" as per FDOM No. 8475 Dt 05.04.2022 as attached in **Annexure-VII**, for a period of three months beyond the entire contract period (i.e. PBG must be valid from the date of effectiveness of the contract to a **period of 3 months beyond the contract period**) as its commitment to perform services under the contract. Failure to comply with the requirements shall constitute sufficient grounds for the forfeiture of the PBG. The PBG shall be released immediately after three months of expiry of Contract provided there is no breach of Contract on the part of the qualified bidder. No interest shall be paid on the PBG.

12. Contract Negotiation:

- i. Negotiations will be held at the address indicated in the Data Sheet. The aim shall be to reach agreement on all points and sign a contract.
- ii. The negotiations will conclude with a review of the draft form of the contract. To complete negotiations the Client and the firm will initial the agreed contract. If negotiations fail, the Client will invite the firm whose proposal received the second highest score to negotiate a Contract.

13. Award of Contract:

- i. The contract will be awarded following negotiations. After negotiations are completed, the Client will promptly notify other Firms on the shortlist that they were unsuccessful and return the unopened Financial Proposals of those Firms who did not pass the technical evaluation.
- ii. The firm is expected to commence the assignment on the date and at the location as specified by the Client during issue of work order.

14. Conflict of Interest:

Conflict of interest exists in the event of: (i) conflicting assignments, including implementing, providing consultation, monitoring and evaluation/environmental assessment of the same scheme / project at a different level by the eligible bidder; (ii) Consultants, agencies or institutions (individuals or organisations) who have a business or family relation with officials of the Client directly or indirectly; and (iii) 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.

15. Disclosure:

- a. Bidders have an obligation to disclose any actual or potential conflict of interest. Failure to do so may lead to disqualification of the bidder or termination of its contract.
- b. Bidders must disclose if they are or have been the subject of any proceedings (such as blacklisting) or other arrangements relating to bankruptcy, insolvency or the financial standing of the Bidder, including but not limited to appointment of any officer such as a receiver in 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:
 - a 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.

16. Anti-corruption Measure:

- a. Any effort by Bidder(s) to influence the Client in the evaluation and ranking of financial proposals, and recommendation for award of contract, will result in the rejection of the proposal.
- b. 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.

17. Language of Proposals:

The proposal and all related correspondence exchanged between the bidder and the Client shall be written in the **English** language only. 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.

18. Cost of bidding:

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

19. Proposal Forms:

Wherever a specific form is prescribed in this Request for Proposal (RFP) document, the Bidder shall use the form to provide relevant information. If the form does not provide space for any required information, space at the end of the form, additional sheets shall be used to convey the required information. For all other cases, the bidder should design a form to hold the required information. *Any deviation to the prescribed format of the RFP results in rejection of the proposal.*

20. Local Conditions:

Each bidder is expected to become fully acquainted with the local conditions and factors, which may affect the performance of the contract and/ or the cost. The bidder is expected to know all conditions and factors, which may have any effect on the execution of the Contract after issue of letter of Award. The client shall not entertain any request for clarification from the bidder regarding such local conditions. It is the bidder's responsibility that such factors have been properly investigated and considered before submitting the Proposal. No claim, whatsoever, including that for financial adjustment to the Contract awarded under the bidding document will be entertained by the Client. Neither any change in the time schedule of the Contract nor any financial adjustments arising thereof shall be permitted on account of failure of the bidder to know the local laws/ conditions. The Bidder is expected to visit and examine and study the location of Government offices and its surroundings and obtain all information that may be necessary for preparing the Proposal at its own interest and cost.

21. Legal Jurisdiction:

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

22. 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.

1. Need assessment survey (any delays will attract 3% penalty per week on the amount for the quoted for this deliverable)

2. Behavior changes campaigns (any delays will attract 3% penalty per week on the amount for the quoted for this deliverable)
3. Program specific campaigns (any delays will attract 3% penalty per week on the amount for the quoted for this deliverable)
4. Monthly task assigned by JDA (Information) and Social Media Management*:

S.No.	Compliance levels	Penalty
1	>90%	NA
2	>80-90%	2%
3	>70-80%	4%
4	>60-70%	6%
5	>50-60%	8%
6	less than or equal to 50%	10%

Note – JDA (Information) is responsible for sharing the required monthly work 1 week in advance with the Sr. Communication Associate and bidder over email.

In case the delay is due to reasons beyond the control of the bidder, monitoring committee chaired by DA&FP (O) may wave off the penalty.

23. Confidentiality:

Information relating to evaluation of proposals and recommendation concerning awards shall not be disclosed to the Agency 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 Agency of any information related to the process may result in the rejection of its proposal and may be subject to the provisions of the Employer’s antifraud and corruption policy.

24. Amendment of the RFP Document:

At any time, prior to the date of submission of RFP, JDA (Information) may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, modify the RFP. The amended RFP shall be notified by JDA (Information) on the following website – <https://agriodisha.nic.in/> agrisnetodisha.ori.nic.in/ tendersodisha.gov.in. These amendments will be binding on the bidders. In order to afford prospective bidders reasonable time to take these amendments into account in preparing their bids, JDA (Information) may, at its discretion, extend the deadline for the submission of bids.

25. Client’s right to accept any proposal and to reject any or all proposal/s

The Client reserves the right to accept or reject any proposal, and to annul or amend the bidding / selection / evaluation process and reject all proposals 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 Proposals have been opened and the highest ranking Applicant 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.

26. Copyright, Patents and Other Proprietary Rights:

Agriculture & Farmers Empowerment Department, Government of Odisha shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, Copyrights and trademarks, with regard to documents and other materials which bear a direct relation to or are prepared or collected in consequence or in the course of the execution of this contract. At the Client's request, the Agency shall take all necessary steps to submit them to the Client in compliance with the requirements of the contract.

27. Force Majeure:

For purpose of this clause, "Force Majeure" means an event beyond the control of the agency and not involving the agency's fault or negligence and not foreseeable. Such events may include, but are not restricted, wars or revolutions, fires, floods, riots, civil commotion, earthquake, epidemics or other natural disasters and restriction imposed by the Government or other bodies, which are beyond the control of the agency, which prevents or delays the execution of the order by the agency. If a Force Majeure situation arises, the agency shall promptly notify Client in writing of such condition, the cause thereof and the change that is necessitated due to the condition. Until and unless otherwise directed by the Client in writing, the Agency shall continue to perform its obligations under the contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event. The agency shall advise Client in writing, the beginning and the end of the above causes of delay, within seven days of the occurrence and cessation of the Force Majeure condition. In the event of a delay lasting for more than one month, if arising out of causes of Force Majeure, Client reserve the right to cancel the contract without any obligation to compensate the agency in any manner for what so ever reason.

28. Arbitration:

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 a sole arbitrator nominated by the Addl. Chief Secretary to Govt., Agriculture & Farmers Empowerment Department, Government of Odisha. The arbitration proceedings shall be governed in all respects by the provision of the Indian Arbitration and Conciliation Act, 1996 and the rules there under and any statutory modification or re-enactment, thereof. The arbitration proceeding shall be held in Bhubaneswar.

29. Disqualification of Proposal:

The proposal of the bidder is liable to be disqualified in the following cases as listed below:

- i) Proposal submitted without Bid Processing Fee & EMD as applicable
- ii) Proposal not submitted in accordance with the procedure and formats as prescribed in the RFP
- iii) During validity of the proposal, or its extended period, if any, the bidder increases his quoted prices
- iv) Proposal is received in in complete form
- v) Proposal is received after due date and time for submission of bid
- vi) Proposal is not accompanied by all the requisite documents /information
- vii) A commercial bid submitted with assumptions or conditions

- viii) Bids with any conditional technical and financial offer
- ix) 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
- x) Proposal is not properly sealed or signed
- xi) Any deviation in the technical and financial proposal
- xii) Proposal is not conforming to the requirement of the scope of the work
- xiii) Bidder tries to influence the proposal evaluation process by unlawful/corrupt/fraudulent means at any point of time during the bid process
- xiv) 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;
- xv) Bidders or any person acting on its behalf indulges in corrupt and fraudulent practices
- xvi) Failure to agree with terms and conditions of the RFP
- xvii) *The quoted professional fee not within the prescribed limit of the RFP.*
- xviii) *Any other condition/ situation which holds the paramount interest of the client during the overall selection process.*

SECTION: 3

TERMS OF REFERENCE

GENERAL INFORMATION

1 About Agriculture & Farmers Empowerment Deptt, Odisha

The Directorate of Agriculture & Food Production, Odisha, Directorate of Horticulture & Directorate of Soil Conservation & Watershed Development under the umbrella of Agriculture & Farmers Empowerment Deptt is working for the socio economic development of farmers & their welfare in every respect. A number of central sector and State Sector scheme are implemented to cater the need of the farmers and augment their livelihood by disseminating the technical knowhow/ knowledge at their doorstep through a number of tools and technique of extension & communication. IEC (Information Education & Communication) & IECA (Intensive Extension Campaign on Agriculture) two state plan schemes are being implemented by the Directorate of Agriculture & Food Production, Odisha to provide handful extensive knowledge on agriculture and allied sector in IEC. In order to define the IEC work executed in 3 Directorate there is a immense need for selection of a media consulting agency for IEC starategy and creative production.

2 Objective of the Assignment

The agency will be on boarded for 5 major objectives.

- **Conduct a Communication Need Assessment (CNA)** - Assessing various mediums and type of communication that works with primary target group)
- **Design and implement of Behaviour Change Campaign (BCC)** - Comprehensive plan to nudge farmers around key focus areas
- **Create and implement of programme specific communication Plan** - Plan to spread information about key programmms of the department
- **Design collaterals required by the department** - Backdrops, standees, booklet, leaflets, advertisement, logos etc
- **Social Media Management** - Managing various departments Facebook, YouTube, Twitter accounts

3. Scope of Work

The selected agency will carry out the following work.

3.1 Conduct Communication Need Assessment (CNA) - To understand the knowledge base and needs of target group (farmers and agri-preneurs) and those engaged in enhancing the competitiveness of agri value chains. Assess the means of and content of communication that influences adoption of practices like market-led production, use of technology, diversification, formation of collectives. Assessment can be done through review of the existing documents, reports, studies, focus group discussion, sample surveys etc. **Sample size – 2,000**

3.2 Create and implement Behavior Change Campaign (BCC) - Behavior Change Campaign is a cross cutting component and interactive process with communities to develop tailored IEC. Basis the finding of CNA, the agency will need to design an effective Behavior Change Campaign based on 3 major objectives – (i) Crop Diversification (ii) Collective Formation (iii) Value Addition. The agency may undertake pre-testing of the communication messages and tool-sets across all targeted groups to assess the efficacy of the messages and tool-sets, and wherever required refine/adapt the message content to finalize the messages and their methods of

delivery. Accordingly create customized communication materials to carry these messages to all target groups. In case the plan consists of creation of videos, the department will engage its own empanelled vendor to create the videos. All the other collaterals will be created by selected agency. The cost for medium of dissemination will be borne by the department.

3.3 Create and implement Program Specific IEC campaigns - To design a creative plan to spread information about key programs/initiatives of the department. It includes initiative / crops specific campaign and execution (tentatively 10 initiative per year in discussion with department). The prime schematic programs/initiatives will include Jackfruit Mission, Odisha Millet Mission, SPPIF, Agriculture Production cluster, MKUY, Farm Pond/Farm Pond+, FPO Policy, PMKSY, Technology initiative, Soil health Card, Ama Krushi etc. In case the plan consists of creation of videos, the department will engage its own empanelled vendor to create the videos. All the other collaterals will be created by selected agency. The cost for medium of dissemination will be borne by the department.

3.4 Design collaterals required by the department - The agency will conceptualize, design, graphic design, studio work, digital art designing, info graphics, layout of booklet pages etc. and other pre press work for the IEC print materials like booklet, brochure, Folders, leaflet, posters, banner, calendars, coffee table book, annual report, manual, compendium, primers, magazine, guidelines, tin sheet panelling, illuminated signage, display panel, wall painting, hoarding, template design in Krushi Rath in English & Odia language. etc.

Creative writing and graphic design of backdrops, facia, standees, banners, wall panel and other creative items used in work shop, seminars, meetings, symposiums, conclave, participating exhibition at state level and outside state (for every campaign workshop or initiative the detail brief shared by Director of Agriculture & Food Production/Director, Horticulture/Director, Soil Conservation & WD containing the list of activities to be performed and creative material required. The content should be vetted by the respective Directorate and it will be submitted to DA&FP(O) for sharing to agency. After the requirements have been shared by DA&FP(O) the agency shall respond to it with a campaign idea plan within time line to be defined by DA&FP(O).

Creative design of e-Brouchers, e-Annual Report, e-Book, e-magazine, PPTs, Slides share etc.

The agency will also work for creating writing (English & Odia), conceptualize and design the advertisement material like curtain raiser, press release, press briefings, article for newspaper, reports testimonials etc in print, & electronics media.

3.5 Social Media Management – Regularly posting on the social media channels of the department (Facebook, Twitter, YouTube) basis the Behaviour Change Campaign/Program Specific Campaign, other department events and news.

4. KEY DELIVERABLES

S.No.	Key Deliverables	KPIs
1	Communication Need Assessment	<ul style="list-style-type: none"> 1st draft in 6 weeks; Final Report in 10 weeks
2	Behaviour Change Campaign and execution for 3 years <ol style="list-style-type: none"> Crop Diversification Formation of Collectives Value Addition 	<ul style="list-style-type: none"> 1st draft in 6 weeks. Final Report (including annual workplan) in 10 weeks Design of all the collaterals proposed in BCC Campaigns should be provided to department 15 days in advance from day dissemination
3	Initiative/crop specific campaign and execution Tentatively 10 initiatives per year in discussion with the department – (20% variation could be there)	<ul style="list-style-type: none"> 1st draft in 2 weeks of intimation Final Report (including annual workplan) in 2 weeks Design of all the collaterals proposed in BCC Campaigns should be provided to department 15 days in advance from day dissemination
4	Monthly tasks assigned by JD (Information) <i>*Tentative quantum of work defined in below (10% variation could be there)</i>	<ul style="list-style-type: none"> Monthly target given by JDA (Information)
5	Improving the engagement on Social Media Channels organically	<ul style="list-style-type: none"> Social Media Post within 24 hrs of intimation from department

Tentative quantum of work defined in **defined in Key Deliverables point 4**

(10% variation could be there & any additional quantum of work assigned apart from the work defined the agency will be paid as per the unit cost provided by the agency)

In case the department doesn't provide the requisite number of collaterals for design in a year, the quantum will carry forward to subsequent year.

S.No.	DESIGN COLLATERALS REQUIRED BY DEPTT of A&FE	SIZE	No.
1	Booklet: cover page & inner page layout colour/BW with info graphic)	A4 / ¼ demy/ Crown/ 1/8 demy	50
2	3-fold Brochure	39cmx25cm	20
3	Poster	44cmx56cm	10
4	Calendar	44cmx56cm	1
5	Leaflet (Both side)	22cmx28cm	20
6	Greeting Card	1/8 demy	1

7	Multiple fold Brochure	A3	20
8	Banner	Different size	30
9	Mascot		1
10	Coffee table book	crown	2
11	Compendium/Annual Reports/Guidelines	22cmx28cm	10
12	Krushis Sambad (newsletter)	22cmx28cm	12
13	e-Magazine	A4	12
16	Virtual backdrops, design, concept & creative		20
17	Logo Design		10
18	Tinsheet Design	2ft x 4ft	5
19	PPT Template for Agriculture Department (Once)		1
20	Newspaper advt	Full/Half/quarter	50
21	Wall painting		15
22	Hoarding	20ft x 10ft	15
23	Standees	3ft x 6ft	20
24	Template unique design of Krushi Ratha		30
25	Template unique design of Krushi Mela		30

5. PAYMENT TERMS

1. Monthly Retainer fee for creating various collaterals mentioned above (*also including the tentative cost of collaterals required for behavior change campaign and program specific campaign*) and social media management
2. Cost for conducting the need assessment survey (40% on draft submission, 60% on final report)
3. Cost of creating Behaviour change campaigns (40% on draft submission, 60% on final report)
4. Cost of creating Program specific campaigns (40% on draft submission, 60% on final report)

6. PERIOD OF ENGAGEMENT

The Agency will be engaged initially for a period of three years with effect from signing of Agreement and contract period will be renewed for subsequent 2 years as decided by monitoring committee setup by the department. In case of the Agency does not fulfill the terms and conditions of RFP, there is delay in submission of reports, there is lack of quality work, etc. the contract period will not be renewed.

SECTION: 4

**TECHNICAL PROPOSAL SUBMISSION
FORMS**

TECHNICAL PROPOSAL

(PART – A)

TECH A-1

COVERING LETTER
(ON BIDDERS LETTER HEAD)

[Location, Date]

To

The Director of Agriculture & Food Production,
Department of Agriculture & Farmers' Empowerment
Government of Odisha,
Krushi Bhawan, Gopabandhu Marg, Bhubaneswar - 751001

Subject: Selection of Agency for "Media Consulting Agency for IEC Strategy and Creative Production" under the Director of Agriculture & Food Production, Odisha, Bhubaneswar of the Department of Agriculture & Farmers Empowerment, Odisha **[TECHNICAL PROPOSAL: PART – A]**

Dear Sir,

I, the undersigned, offer to participate in the selection process for _____ in accordance with your Request for Proposal No.: _____, dated _____. I, hereby submitting our proposal, which includes Technical Proposal and Financial Proposal sealed in separate envelopes.

I, hereby declare that all the information and statements made in this Technical Proposal and Financial Proposal are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our proposal. Our proposal will be valid for acceptance up to **180 Days** and I confirm that this proposal 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 are found violated, then your Department shall without prejudice to any other right or remedy be at liberty to reject our proposal 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: _____

TECHA -2

Bidder's Organisation (General Details)

SI No.	Description	Full Details
1	Name of the Bidder	
2	Address for communication: Tel : Fax: 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 Odisha If Yes, Please furnish contact details	Yes / No
6	Bid Processing Fee Details Amount : BC/DD No. : Date: Name of the Bank:	
7	EMD Details Amount : BC/DD No.: Date: Name of the Bank:	
8	PAN Number	
9	Goods and Services Tax Identification Number (GSTIN)	
10	Willing to carry out the assignment as per the stipulated scope of work of the RFP	YES
11	Willing to accept all the terms and conditions as specified in the RFP	YES

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

TECH A -3

Bidder Organisation (Financial Details)

	Financial Information in INR		
Details	FY2018-19	FY2019-20	FY2020-2021
Turnover from Lead Partner only (inCr.)			
Turnover from Consortium Partner only (inCr.) – if applicable			
	<p><i>Supporting Documents:</i></p> <p>Audited certified financial statements for the last two FYs (2018-19 to 2020-21) (Submission of copies of Income & Expenditure Statement and Balance Sheet for the respective financial years is mandatory along with this form)</p> <p><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 proposal failing which the proposal will be out rightly rejected. No scanned copy will be entertained.</i></p>		

Signature and Seal of the Company Auditor with Date in original

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

Communication Address of the Bidder: _____

[NB: No Scanned Signature will be entertained]

TECH A-4

FORMAT FOR POWER OF ATTORNEY

(To be provided in original on Bidder Letter Head as part of the Technical Proposal on Stamp Paper of value required under law duly signed by the competent authority of the bidder)

Dated: _____

POWER OF ATTORNEY

To Whom It May Concern

Know all men by these presents, we _____ (name and registered office address

Of the Applicant) do hereby constitute, appoint and authorize Mr. _____ (Name of the Person(s)), domiciled at _____ (Address), acting as _____ (Name and Designation), as Authorised Signatory and whose signature is attested below, as our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our Proposal for award of contract under [Name of the Assignment] involving the deliverables as per agreement with, _____, vide Request of Proposal (RFP) Document dated, issued by Director of Agriculture & Food Production, Odisha under Agriculture & Farmers' Empowerment Department, Government of Odisha including signing and submission of all documents and providing information and responses to clarifications/ enquiries etc. as may be required by the tender inviting authority or any representing us in all matters before the tender inviting authority and generally dealing in all matters in connection with our Proposal for the said assignment.

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this Power of Attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

For: _____

(Signature of the Authorized Representative with Date)

ACCEPT:

Signature, Name & Designation of person executing attorney:

NB:

The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants (s) and when it is so required the same should be under common seal affixed in accordance with the required procedure. Also, wherever required, the executants (s) should submit for verification the extract of the charter documents and documents such as a board resolution / power of attorney in favour of the Person executing this Power of Attorney for the delegation of power hereunder on behalf of the executants (s).

TECH A- 5

(BIDDER'S PAST EXPERIENCE DETAILS)

Table -1 (Lists of completed/ongoing Assignments of similar nature during last 5 years)

SI No	Items	Description
1	Project Name:	
2	Project Location :	
3	Project Cost :	
4	Name of Client :	
5	Start Date (Month/Year):	
6	Completion Date: (Month/Year)	
7	Name of Associated Firm(s), if any:	
8	Detailed Narrative Description of project	
9	Detailed Description of Actual Services provide by the firm:	
10	Sample copies of creative works prepared during the assignment	
11	Approx. Value of Services (INR):	

*[*Contract value more than Rs.5.00 Crore and Duration more than 1 Year]*

Note: Bidders are requested to furnish the list of the assignments undertaken/ completed during the last 3 Financial Years (2018-19, 2019-20 & 2020-21) having contract value more than Rs.1.00 Crore each and duration more than 1 year each as per the above prescribed format only. 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.

Notes:

Supporting documents (Work Orders or agreements) should necessarily be submitted by the bidders without which the submission shall not be considered for evaluation

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

Communication Address of the Bidder:_____

TECHA-6

**AFFIRMATIVE STATEMENT AS TO THE EXISTENCE OF ANY POTENTIAL CONFLICT OF INTEREST
ON THE PART OF THE BIDDER DUE TO PRIOR, CURRENT, OR PROPOSED AGREEMENTS,
ENGAGEMENTS, OR AFFILIATIONS WITH THE CLIENT. DECLARATION THEREOF**

**Are there any activities carried out by your Agency which are of the nature as mentioned in
Section 2: (Information to the Bidder] under Eligibility Criteria: Para (6)? If No. please certify.**

IN BIDDER'S LETTER HEAD

I, hereby declare that our agency is not having any conflict of interest due to prior, current or proposed agreements, engagements or affiliations with the Director of Agriculture & Food Production, Odisha which can be termed as of nature as mentioned in **Section 2: [Information to the Bidder] under Eligibility Criteria: Para (6)**.

I, also acknowledge that in case of misrepresentation of the information, our proposal / contract shall be rejected / terminated by the Client which shall be binding on us.

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

Communication Address of the Bidder: _____

TECHNICAL PROPOSAL

(PART – B)

TECH B -1
COVERING LETTER
(On Bidder's Letter Head)

[Location, Date]

To

**The Director of Agriculture & Food Production,
Agriculture & Farmers' Empowerment Department
Government of Odisha,
Krushi Bhawan, Gopabandhu Marg, Bhubaneswar - 751001**

Subject: Selection of Agency for "Media Consulting Agency for IEC Strategy and Creative Production" under the Director of Agriculture & Food Production, Odisha, Bhubaneswar of the Department of Agriculture & Farmers Empowerment, Odisha [TECHNICAL PROPOSAL: PART - B]

Dear Sir,

I, the undersigned, offer to provide the services for the proposed assignment in respect to your Request for Proposal. I hereby submitting the proposal which includes this technical proposal sealed under a separate envelope. Our proposal will be valid for acceptance up to **180 Days** and I confirm that this proposal will remain binding upon us and may be accepted by you at any time before this expiry date.

All the information and statements made in this Technical Proposal are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our proposal. If negotiations are held during the period of validity of the proposal, I undertake to negotiate on the basis of the proposal submitted by us. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations.

I have examined all the information as provided in your Request for Proposal (RFP) and offer to undertake the service described in accordance with the conditions and requirements of the selection process. I agree to bear all costs incurred by us in connection with the preparation and submission of this proposal and to bear any further pre-contract costs. In case, any provisions of this RFP/ ToR are found deviated, then your department shall without prejudice to any other right or remedy be at liberty to reject our proposal including forfeiture of the Earnest Money Deposit absolutely. I confirm that I have the authority to submit the proposal and to clarify any details on its behalf. I understand that you are not bound to accept any proposal you receive.

I remain,

Yours faithfully,

Authorized Signatory with Date and Seal:

Name and Designation: _____

Address of Bidder: _____

TECH B -2

BIDDER ORGANISATION

(Brief Profile)

[Provide here a brief description regarding professional background of the organisation]

Authorized Signatory *[In full and initials]:*

Name and Designation with Date and Seal:

[NB: Bidder needs to restrict the above information within 3-5 pages only]

TECH B - 3 (I)

Bidder's Past Experience

Table -1

(Lists of Assignments of similar nature during last 5 years)

Sl. No.	Period	Assignment and Duration	Name of the Client	Contract Value (in INR) and Duration In Month	Date of Award / Commencement of assignment	Date of Completion of assignment	Remarks if any
A	B	C	D	E	F	G	H
1							
2							
3							
4							
5							

NB:

- *Bidders are requested to furnish the information up to 5 best projects only under Table- 1. Projects having contract value > Rs. 1.00 Crores and duration of more than 1 year during the last 3 years will be taken into consideration for evaluation. Copies of Work Order / Contract Document / Experience Certificate for the respective assignments need to be furnished along with the technical proposal failing which the assignment will not be taken into consideration for evaluation purpose.*

Authorized Signatory [In full and initials]:

Name and Designation with Date and Seal: _____

TECH B -3(II)

Bidder Experience

[Using the format below, provide information on each assignment for which your organisation was legally contracted as **single entity** for carrying out consulting services similar to the ones requested under this assignment during last **three years**]

Assignment name:	Value of the contract (in INR):
Location:	Duration of assignment (months):
Name of Client:	Total No. of staff- months of the assignment:
Address:	
Start date (month/year): Completion date (month/year):	No. of professional staff- months deployed with details:
Narrative description of Project:	
Description of actual services provided by your staff within the assignment:	

Authorized Signatory [In full and initials]:_____

Name and Designation with Date and Seal:_____

[NB: Bidders are requested to provide the details about the lists of assignments as provided in Table -1 of TECH B - 3 (I) respectively]

TECH B - 4

Comments and Suggestions of the Agency on the Terms of Reference / Scope of Work and Counterpart Staff and Facilities to be provided by the Client

A: On the Terms of Reference / Scope of Work:

[Present and justify here any modifications to the Terms of Reference you are proposing to improve performance in carrying out the assignment (such as deleting some activity you consider unnecessary, or adding another, or proposing a different phasing of the activities). Such suggestions should be concise and to the point, and incorporated in your technical proposal.]

B: On Input and Facilities to be provided by the Client:

[Comment here on inputs and facilities to be provided by the Client according to Information to the Consultant and Scope of Work]

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

TECH B - 5

DESCRIPTION OF APPROACH, METHODOLOGY STATEMENT

[Technical approach, methodology and work plan are key components of the Technical Proposal. In this Section, bidder should explain his understanding of the scope and objectives of the assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. Further, he should highlight the problems being addressed and their importance, and explain the technical approach to be adopted to address them. It is suggested to present the required information divided into following four sections]

A. Understanding of Scope, Objectives and Completeness of response

Please explain your understanding of the scope and objectives of the assignment based on the Terms of Reference (ToR), the technical approach, and the methodology you would adopt for implementing the tasks to deliver the expected output(s), and the degree of detail of such output. ***Please do not repeat/copy the ToR here.***

B. Description of Approach and Methodology:

C. Project Management Plan for the Client:

D. Staff Deployment Strategy:

The bidder should propose and justify the structure and composition of the team and should enlist the main activities under the assignment in respect of the Key Professionals responsible for it.

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

NB: Bidders are requested to furnish the above information limiting it up to 5-7 pages onlywith Arial Font Size-10.

TECH B – 6

Format of Curriculum Vitae (CV) for approved manpower to be engaged

SI No	Items	Description		
1	Proposed Position			
2	Name of Firm			
3	Name of Expert	[First] [Middle] [Surname]		
4	Date of Birth	DD/MM/YYYY		
5	Nationality			
6	Education	[Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and year of obtainment starting from the latest degree]		
7	Employment record [Starting with present position, list in reverse order every employment held by staff member since graduation]	Name of Organization	Position Held	Duration
8	Details of tasks assigned			
	Relevant projects undertaken	[Among the assignments in which the Staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks assigned for the project under RfP] Name of assignment or project, Year, Location, Client Project cost Main project features, Positions Held, Activities Performed:		

Certification:

I, the undersigned, certify that to the best of my knowledge and belief that this CV correctly describes my qualifications and past experiences. I will undertake this assignment for the full project duration in terms of roles and responsibilities assigned in the technical proposal or any agreed extension of activities thereof. I understand that any misstatement herein leads to disqualification of CV.

Date:

Signature of Key Professional with Date _____

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

NB: CV write-up should be restricted to 3 pages only with quality information relevant to key professional requirements.

TECH B -7

Team Composition and Task Assignment

Proposed personnel to be engaged & Task Assigned

Sl. No	Category of personnel	Task Assigned
1	Creative Professional Communication expert, Social media expert, Behavioral Change Expert Other associates support team like Art Director/ Visualizer, Graphic designer and Copy writers, Media story writer etc.	Communication Need Assessment
		Behaviour Change Campaign and execution for 3 years 1. Crop Diversification 2. Formation of Collectives 3. Value Addition
		Initiative/crop specific campaign and execution
		Monthly tasks defined on day to day work by JDA (Information) & design collaterals by A&FE Deptt
		Improving the engagement on Social Media Channels organically

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

Proposed Pool of Technical personnel from the Bidder:

Apart from the above positions, the Agency is expected to have a pool of technical personnel available on need basis that the Core team has access to. This pool is expected to add to the Bidders' strength in replacing the non-performers and vacancies arising from any cause thereof. Bidders are expected to provide a summary (as per table given below) and CVs of the proposed resources for this shared support.

Sl No.	Position	Name of the Expert	Summary of Qualification	Summary of Experience
Theme 1: Reserve pool of personnel on board				
1.				
2				
3				
4				
5				
6				
7				
8				

Authorized Signatory [In full and initials]:_____

Name and Designation with Date and Seal:_____

SECTION: 5

**FINANCIAL PROPOSAL SUBMISSION
FORMS**

FIN-1
COVERING LETTER
(In Bidder's Letter Head)

[Location, Date]

To:

The Director of Agriculture & Food Production,
 Odisha, Krushi Bhawan
 Bhubaneswar

Sub: **RfP for Selection of a Media Consulting Agency for IEC Strategy and Creative Production.**

Having gone through the RFP and having fully understood the scope of work for the captioned assignment as set out in the RFP; we are pleased to quote the following lump sum **Annual Retainer fees and Cost per designing of artwork** for the Assignment:

In case the actual creative exceeds the estimated 150, the agency will be compensated as cost per Cost per designing of art work quoted in this document

	Amount in figures (inclusive of GST)	Amount in words (inclusive of GST)
COMMUNICATION NEED ASSESSMENT		
BEHAVIOR CHANGES CAMPAIGN		
CREATE AND IMPLEMENT PROGRAMME SPECIFIC COMMUNICATION PLAN		
DESIGN COLLATERALS REQUIRED BY DEPTT (Annual retainer basis the quantum of work defined) and Social Media Management		

Item wise pricing				
S.No.	Type of design collaterals	SIZE	Amount in figures (inclusive of GST)	Amount in words (inclusive of GST)
1	Booklet: cover page & inner page layout colour/BW with info graphic)	A4 / ¼ demy/ Crown/ 1/8 demy		
2	3-fold Brochure	39cmx25cm		
3	Poster	44cmx56cm		
4	Calendar	44cmx56cm		
5	Leaflet (Both side)	22cmx28cm		
6	Greeting Card	1/8 demy		

7	Multiple fold Brochure	A3		
8	Banner	Different size		
9	Mascot			
10	Coffee table book	crown		
11	Compendium/Annual Reports/Guidelines	22cmx28cm		
12	Krushu Sambad (newsletter)	22cmx28cm		
13	e-Magazine	A4		
16	Virtual backdrops, design, concept & creative			
17	Logo Design			
18	Tinsheet Design	2ft x 4ft		
19	PPT Template for Agriculture Department (Once)			
20	Newspaper advt	Full/Half/quarter		
21	Wall painting			
22	Hoarding	20ft x 10ft		
23	Standees	3ft x 6ft		
24	Template unique design of Krushi Ratha			
25	Template unique design of Krushi Mela			

Our *Financial* Bid shall be binding upon us subject to the modifications resulting from contract negotiations, up to expiration of the validity period of the Bid.

We understand you are not bound to accept any Bid you receive.

Yours sincerely,

Signature of the
Authorized Signatory

Name of the Signatory: _____

Designation: _____

Name of Firm: _____

Address: _____

Seal of the Bidder

SECTION -6

ANNEXURES (I to VII)

BID SUBMISSION CHECK LIST

SI no	Description	Submitted (Yes/No)	Page No.
TECHNICAL PROPOSAL			
(PART – A)(ORIGINAL)			
1	Filled in Bid Submission Check List (ANNEXURE-I)		
2	Covering Letter (TECH A -1)		
3	Bid Processing Fee of Rs.10,000/- +GST18% in form of DD/BC		
4	EMD of Rs.6,00,000/- in form of DD/BC (Bid security declaration only as per FDOM No.8484 Dt 05.04.2022)		
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 AYs (18-19,19-20 & 2020-21)		
9	General Details of the Bidder (TECH A - 2)		
10	Financial details of the bidder (TECH A - 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 A - 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 A - 5) along with the copies of work orders / contract paper for the respective assignments		
13	Self Declaration pertaining to an affirmative statement as to the existence of any potential conflict of interest on the part of the bidder due to prior, current, or proposed agreements, engagements, or affiliations with the Client (TECH A – 6)		
14	Undertaking for not have been black-listed by any Central / State Govt. /any Autonomous bodies during its business career.		

(PART – B)			
1	Covering Letter (TECH B -I)		
2	Bidder Organisation (TECH B -2)		
3	Bidder Experience (TECH B - 3)		
4	Comments and Suggestions (TECH B –4)		
5	Description of Approach, Methodology & Work Plan (TECH B –5)		
6	CV of Key Professionals (TECH B –6)		
7	Team Composition and Task Assignment (TECH B –7)		
FINANCIAL PROPOSAL			
1	Covering Letter (FIN-1)		

Undertaking:

- 1) *All the information has been submitted as per the prescribed format and procedure.*
- 2) *Each part has been separately bound with no loose sheets and each page of all the two parts are page numbered, along with Index Page.*
- 3) *All pages of the proposal have been sealed and signed by the authorized representative of the bidder.*

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

FORMAT OF BID SECURITY DECLARATION FROM BIDDERS IN LIEU OF EMD

(On Bidders Letter head)

Bid Security Declaration Form

Date: _____ Tender No. _____

To (insert complete name and address of the purchaser)

I/We. The undersigned, declare that:

I/We understand that, according to your conditions, bids must be supported by a Bid Securing Declaration.

I/We accept that I/We may be disqualified from bidding for any contract with you for a period of one year from the date of notification if I am /We are in a breach of any obligation under the bid conditions, because I/We

- a) have withdrawn/modified/amended, impairs or derogates from the tender, my/our Bid during the period of bid validity specified in the form of Bid; or
- b) having been notified of the acceptance of our Bid by the purchaser during the period of bid validity (i) fail or reuse to execute the contract, if required, or (ii) fail or refuse to furnish the Performance Security, in accordance with the Instructions to Bidders.

I/We understand this Bid Securing Declaration shall cease to be valid if I am/we are not the successful Bidder, upon the earlier of (i) the receipt of your notification of the name of the successful Bidder; or (ii) thirty days after the expiration of the validity of my/our Bid.

Signed: (insert signature of person whose name and capacity are shown)

in the capacity of (insert legal capacity of person signing the Bid Securing Declaration)

Name: (insert complete name of person signing the Bid Securing Declaration)

Duly authorized to sign the bid for an on behalf of (insert complete name of Bidder)

Dated on _____ day of _____ (insert date of signing)

Corporate Seal (where appropriate)

NB: The proposals received beyond the last date and time will be rejected. The authority reserves the right to reject any/all proposals without assigning any reason thereof and the authority is not responsible for any sort of postal delay.

FORMAT FOR SUBMISSION OF PRE-BID QUERY

The bidders will have to ensure that their queries in soft copy for the pre-bid meeting should reach to Director of Agriculture & Food Production, Odisha Department through email at jdainfo.dag@nic.in latest by **03.06.2022 up to 5.30 PM** as per the prescribed format only as mentioned below.

S. No.	RFP Document [Section & Page Number]	Content of RFP requiring Clarification(s)	Clarification Requested
1.			
2.			
3.			
4.			
5.			
6.			

- Any other form of submission will not be entertained.
- The Client shall not be responsible for ensuring that the bidders' queries have been received by them. Any requests for clarifications post the indicated date and time as per the Instruction sheet of the RFP shall not be entertained by the Client.
- The purpose of query clarification is to provide the bidders with information regarding the RFP, project requirements, and opportunity to seek clarification regarding any aspect of the RFP and the project.
- The Client will endeavor to provide timely response to the queries by uploading in website. No individual response to be given. However, the client makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does it undertake to answer all the queries that have been proposed by the bidders.

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

PERFORMANCE BANK GUARANTEE FORMAT

To,

**The Joint Director of Agriculture (Information)
Baramunda, Bhubaneswar**

WHEREAS.....(Name and address of the Agency) (hereinafter called “the Agency”) has undertaken, in pursuance of RFP no..... dated to undertake the service..... (description of services) (herein after called “the contract”).

AND WHEREAS it has been stipulated by _____(Name of the Client) in the said contract that the Consultant shall furnish you with a bank guarantee by a scheduled commercial bank recognized by you for the sum specified therein as security for compliance with its obligations in accordance with the contract;

AND WHEREAS we have agreed to give the supplier such a bank guarantee;

NOW THEREFORE we hereby declare that we are guarantors and responsible to you, on behalf of the Consultant, up to a total of (amount of the guarantee in words and figures), and we undertake to pay you, upon your first written demand declaring the consultant to be in default under the contract and without cavil or argument, any sum or sums within the limits of (amount of guarantee) as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the consultant before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the contract to be performed there under or of any of the contract documents which may be made between you and the consultant shall in any way release us from any liability under this guarantee and we hereby waive notice of any such change, addition or modification.

This performance bank guarantee shall be valid until theday of ,20...

Our branch at Bhubaneswar (Name & Address of the Bank) is liable to pay the guaranteed amount depending on the filing of claim and any part thereof under this Bank Guarantee only and only if you serve upon us at our Bhubaneswar branches a written claim or demand and received by us a tour. Bhubaneswar branch on or before Dt.....otherwise bank shall be discharged of all liabilities under this guarantee thereafter.

.....
(Signature of the authorized officer of the Bank)

.....
Name and designation of the officer

.....
Seal, name & address of the Bank &Branch

TERMS AND CONDITIONS

That the Terms and Conditions for the contract shall be as under:

1. Bidder may have local office at Bhubaneswar / Cuttack (In case the bidder does not have an office space in Bhubaneswar / Cuttack, the bidder needs to give a declaration, as part of the technical proposal, to position 2no of resource personnel in Bhubaneswar for the period of the engagement for coordination of the assignment.
2. Bidder must abide the clause put forth in RFP sincerely and discharged the duty timely.
3. The key deliverables narrated in scope of work must be submitted timely.

**GOVERNMENT OF ODISHA
FINANCE DEPARTMENT**

No. 8484 /F., Dt. 05/04/2022
FIN-COD-MISC-0007-2019

OFFICE MEMORANDUM

Sub: Bid Security / Earnest Money Deposit (EMD).

The State Government, after careful consideration of the difficulties faced by the vendors and to facilitate competition in wake of slowdown of the economy due to the COVID-19 pandemic, have decided that no provision regarding "Bid Security" should be kept in the bid documents and only provision for "Bid Security Declaration" shall be kept vide FDOM No. 8943 dated 18.03.2021. The aforesaid provision has been extended further up to 31st March, 2022 vide FDOM No 281/F Dated 05.01.2022.

Now, the State Government, after careful consideration, have been pleased to extend the dateline, as prescribed in FDOM No 8943 dated 18.03.2021 up to **31st December, 2022.**

By Order of the Governor



(Vishal Kumar Dev)

Principal Secretary to Government

Memo No. 8485 /F Dated 05/04/2022

Copy forwarded to the Principal Secretary to Hon'ble Governor / Private Secretary to Hon'ble Chief Minister / P.S to Hon'ble Minister, Finance & Excise for kind information of Hon'ble Governor / Hon'ble Chief Minister / Hon'ble Minister, Finance & Excise.


Joint Secretary to Government

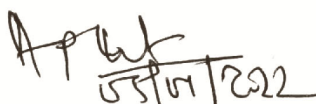
Memo No. 8486 /F Dated 05/04/2022

Copy forwarded to OSD to Chief Secretary for kind information of Chief Secretary.


Joint Secretary to Government

Memo No. 8487 /F Dated 05/04/2022

Copy forwarded to all Departments / Secretary OLA / Accountant General (A&E), Odisha, Bhubaneswar / Accountant General (G&SSA), Odisha, Bhubaneswar / Accountant, General (E&RSA), Odisha, Bhubaneswar / Deputy Accountant General (Works), Odisha, Puri / Advocate General, Odisha, Cuttack / All Financial Advisors / All Assistant Financial Advisors / Director, Gopabandhu Academy of Administration, Bhubaneswar / Principal, short Hand and Type Writing Institute, Bhubaneswar / all Treasury Officers / All Special Treasury Officers / All Sub-Treasury Officers for information and necessary action.


Joint Secretary to Government

Memo No. 8488 /F Dated 05/04/2022

Copy forwarded to all Heads of Department/ All Revenue Divisional Commissioners / All Collectors for information and necessary action.


Joint Secretary to Government

Memo No 8489 /F Dated 05/04/2022

Copy forwarded to P.S. to Principal Secretary / P.S. to all Special Secretaries / P.S. to all Additional Secretaries of Finance Department for kind information of Principal Secretary / Special Secretaries / Additional Secretaries.

APW
05/04/2022

Joint Secretary to Government

Memo No 8490 /F Dated 05/04/2022

Copy forwarded to Commissioner of CT & GST, Odisha, Cuttack / Director, Madhusudan Das Regional Academy of Financial Management, Chandrasekharpur, Bhubaneswar / Director, Small Savings, Odisha / Director of Treasuries and Inspection, Odisha, Bhubaneswar / Director, Local Fund Audit, Odisha, Bhubaneswar / Controller of Accounts, Odisha, Bhubaneswar / Chairman, Sales Tax Tribunal, Odisha, Bhubaneswar for information and necessary action.

APW
05/04/2022

Joint Secretary to Government

Memo No 8491 /F Dated 05/04/2022

Copy forwarded to all Officers / all Branches of Finance Department for information and necessary action.

APW
05/04/2022

Joint Secretary to Government

Memo No 8492 /F Dated 05/04/2022

Copy forwarded to the Head, Portal Group, Lok Seva Bhawan, Bhubaneswar, Odisha for information and necessary action. It is requested to hoist this Office Memorandum in the website of Finance Department (www.odisha.gov.in / finance).

APW
05/04/2022

Joint Secretary to Government

**GOVERNMENT OF ODISHA
FINANCE DEPARTMENT**

No. 8475 /F., Dt. 05/04/2022
PT15-FIN-COD-MISC-0007-2019

OFFICE MEMORANDUM

Sub: Performance Security

The State Government have made provision for reduction of the rate of Performance Security from 5-10% to 3% of the value of the contract vide FDOM No. 8952/F dated 18.03.2021. The aforesaid provision of reduced performance security have been extended further up to 31.03.2022 vide FDOM No.290 dated 05.01.2022.

Now, the State Government, after careful consideration, have been pleased to extend the dateline as prescribed in 8952/F dated 18.03.2021 up to **31st December, 2022**.

By Order of the Governor



(Vishal Kumar Dev)

Principal Secretary to Government

Memo No 8476 /F Dated 05/04/2022

Copy forwarded to the Principal Secretary to Hon'ble Governor / Private Secretary to Hon'ble Chief Minister / P.S to Hon'ble Minister, Finance & Excise for kind information of Hon'ble Governor / Hon'ble Chief Minister / Hon'ble Minister, Finance & Excise.

Apul
05/04/2022
Joint Secretary to Government

Memo No 8477 /F Dated 05/04/2022

Copy forwarded to OSD to Chief Secretary for kind information of Chief Secretary.

Apul
05/04/2022
Joint Secretary to Government

Memo No 8478 /F Dated 05/04/2022

Copy forwarded to all Departments / Secretary OLA / Accountant General (A&E), Odisha, Bhubaneswar / Accountant General (G&SSA), Odisha, Bhubaneswar / Accountant, General (E&RSA), Odisha, Bhubaneswar / Deputy Accountant General (Works), Odisha, Puri / Advocate General, Odisha, Cuttack / All Financial Advisors / All Assistant Financial Advisors / Director, Gopabandhu Academy of Administration, Bhubaneswar / Principal, short Hand and Type Writing Institute, Bhubaneswar / all Treasury Officers / All Special Treasury Officers / All Sub-Treasury Officers for information and necessary action.

Apul
05/04/2022
Joint Secretary to Government

Memo No 8479 /F Dated 05/04/2022

Copy forwarded to all Heads of Department/ All Revenue Divisional Commissioners / All Collectors for information and necessary action.

Apul
05/04/2022
Joint Secretary to Government

Memo No 8480 /F Dated 05/04/2022

Copy forwarded to P.S. to Principal Secretary / P.S. to all Special Secretaries / P.S. to all Additional Secretaries of Finance Department for kind information of Principal Secretary / Special Secretaries / Additional Secretaries.

APL
05/04/2022

Joint Secretary to Government

Memo No 8481 /F Dated 05/04/2022

Copy forwarded to Commissioner of CT & GST, Odisha, Cuttack / Director, Madhusudan Das Regional Academy of Financial Management, Chandrasekharpur, Bhubaneswar / Director, Small Savings, Odisha / Director of Treasuries and Inspection, Odisha, Bhubaneswar / Director, Local Fund Audit, Odisha, Bhubaneswar / Controller of Accounts, Odisha, Bhubaneswar / Chairman, Sales Tax Tribunal, Odisha, Bhubaneswar for information and necessary action.

APL
05/04/2022

Joint Secretary to Government

Memo No 8482 /F Dated 05/04/2022

Copy forwarded to all Officers / all Branches of Finance Department for information and necessary action.

APL
05/04/2022

Joint Secretary to Government

Memo No 8483 /F Dated 05/04/2022

Copy forwarded to the Head, Portal Group, Lok Seva Bhawan, Bhubaneswar, Odisha for information and necessary action. It is requested to hoist this Office Memorandum in the website of Finance Department ([www.odisha.gov.in / finance](http://www.odisha.gov.in/finance)).

APL
05/04/2022

Joint Secretary to Government