

# **Request for Proposal**

**Hiring of Agency for IEC, Media & Branding for Odisha  
Rural Development and Marketing Society (ORMAS)**

**RFP Letter no: 2598/ of ORMAS/SD/240/2018**

**Dated: 6<sup>th</sup> December 2018**

Notice re-published 6<sup>th</sup> December, 2018

Last Date of Bid submission: 27<sup>th</sup> December, 2018, 3pm  
Tender Paper cost: Rs. 10,000/-

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Indemnification: The Agency shall indemnify the Client in full for any failure in performance on account of its default or non-fulfillment of its obligations and the same is performed by the client or any other agency engaged by the Client. In such case all the costs and expenses incurred by the client are recoverable from the Agency.

Section 3. Technical Proposal –Standard Forms

Checklist of Required Forms

FormTECH-1

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- 1.1 The key stakeholders of DDU-GKY are:
- 1.2 Organizational Structure of IEC Management Unit:
  - 4.1 Communication Need & Communication Strategy Plan
  - 4.2 Develop IEC Materials ( content development, designing, printing)
  - 4.3 Graphics/Production Design
  - 4.4 Bi-monthly Bulletin
  - 4.5 Photography, Videography and Event coverage
  - 4.6 Knowledge Management: Virtual Resource Centre & web site hosting
  - 4.7 Documentation & Brand Building
  - 4.8 Rural campaign, Digital Marketing, Media Buying
  - 4.9 Other Support Activities: Research, Survey, BCC etc.

## **PART I**

### **Section 1. Letter of Invitation**

RFP No; 2314

Project: IEC Agency for

Branding and Publicity

Dated: 6<sup>th</sup> December, 2018

1. This is with reference to Request for Proposal (RFP) floated by Odisha Rural Development and Marketing Society, Bhubaneswar for Hiring of Agency for IEC, Media & Branding to Odisha Rural Development and Marketing Society (ORMAS) under Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY); we are herewith inviting proposals from the reputed agencies to provide services. The detailed RFP is available at [www.ormas.org](http://www.ormas.org), which can be downloaded.
  2. The duration of the engagement will be for the period of 12 months which may be renewal for next 24 months on satisfactory performance reviewed by the client and continuation of the Scheme.
  3. It is not permissible to transfer this RFP invitation to any other firm.
  4. A firm will be selected under the least cost method (L-1) among the technically qualified bids and having scored the minimum qualifying marks as per details in the given later part of this RFP.
  5. Amendments / corrigendum, if any, would be posted on the ORMAS website
  6. The last date for submission of response to proposal is **26<sup>th</sup> November 2018**
  7. The Agency shall submit a signed and complete Proposal comprising the documents and forms. The submission can be made by speed post or by dropping the full proposal in the tender box.
  8. The RFP includes the following documents:  
Section 1 - Letter of Invitation  
Section 2 - Instructions to Agency and Data Sheet  
Section 3 - Technical Proposal (FTP) - Standard Forms  
Section 4 - Financial Proposal - Standard Forms  
Section 5 - Terms of Reference
- Incomplete Offers/ proposals or those received after specified time and date or not fulfilling the specified requirement will not be considered.

Yours Sincerely,

**(-Sd-)**

**Shri B.N Das, Executive Director  
ORMAS, SIRD Campus, Unit- VIII,  
Bhubaneswar, 751012, Odisha**

## Section 2. Instructions to Agency

### A. General Provisions

<p><b>1. Definitions</b></p>	<p>(a) “Affiliate(s)” means an individual or an entity that directly or indirectly controls, is controlled by, or is under common control with the Agency.</p> <p>(b) “Applicable Guidelines” means the policies of the Government of India/ Government of Odisha governing the selection and Contract award process as set forth in this RFP.</p> <p>(c) “Applicable Law” means the laws and any other instruments having the force of law in the Client’s country, or in such other country as may be specified in the <b>Data Sheet</b>, as they may be issued and in force from time to time.</p> <p>(d) “Client” means the implementing agency (ORMAS) that signs the Contract for the Services with the selected Agency.</p> <p>(e) “Agency” means a legally-established professional consulting firm or an entity that may provide or provides the Services to the Client under the Contract.</p> <p>(f) “Contract” means a legally binding written agreement signed between the Client and the Agency and includes all the attached documents listed in its Clause-1</p> <p>(g) “Data Sheet” means an integral part of the <b>Instructions to Agency (ITA)</b> Section 2 that is used to reflect specific country and assignment conditions to supplement, but not to over-write, the provisions of the ITA.</p> <p>(h) “Day” means a calendar day.</p> <p>(i) “Experts” means, collectively, Key Experts, Non-Key Experts, or any other personnel of the Agency and Agencies</p> <p>(j) “Government” means the government of the Client’s State.</p> <p>(k) “Key Expert(s)” means an individual professional whose skills, qualifications, knowledge and experience are critical to the performance of the Services under the Contract and whose CV is taken into account in the technical evaluation of the Agency’s proposal.</p> <p>(l) “<b>ITA</b>” mean the <b>Instructions to the Agency</b> that provides the Agency with all information needed to prepare their Proposals.</p> <p>(m) “LOI” means the Letter of Invitation being sent by the Client to the shortlisted Agency</p> <p>(n) “Non-Key Expert(s)” means an individual professional provided by the Agency or its Agency and who is assigned to perform the Services or any part thereof under the Contract and whose CVs are not evaluated individually.</p> <p>(o) “Proposal” means the Technical Proposal and the Financial Proposal of the Agency in response to the RFP.</p> <p>(p) “RFP” means the Request for Proposals to be prepared by the Client for the selection of the Agency</p> <p>(q) “Services” means the work to be performed by the Agency pursuant to the Contract.</p>
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	<p>(r) “Scheme” means the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), a flagship program of the Ministry of Rural Development (MoRD), Government of India (GoI)</p> <p>(s) “TORs” (this Section 5 of the RFP) means the Terms of Reference that explain the objectives, scope of work, activities, and tasks to be performed, respective responsibilities of the Client and the Agency, and expected results and deliverables of the assignment.</p>
<b>2.Introduction</b>	<p>2.1 ORMAS intends to select an Agency, in accordance with the method of selection specified in the <b>Data Sheet</b>.</p> <p>2.2 The Agencies are invited to submit a Technical Proposal and a Financial Proposal, as specified in the <b>Data Sheet</b>, for consulting services required for the assignment named in the <b>Data Sheet</b>. The Proposal will be the basis for negotiating if necessary and ultimately signing the Contract with the selected Agency.</p> <p>2.3 The Agency should familiarize themselves with the local conditions and take them into account in preparing their Proposals; including attending a pre-proposal conference if one is specified in the <b>Data Sheet</b>. Attending any such pre-proposal conference is optional and is at the Agency’s expense.</p> <p>2.4 The Client will timely provide, at no cost to the Agency, the inputs, relevant project data, and reports, <i>limited to the bid document (“RFP”)</i>, required for the preparation of the Agency’s Proposal as specified in the <b>Data Sheet</b>.</p>
<b>3. Conflict of Interest</b>	<p>3.1 The Agency is required to provide professional, objective, and impartial advice, at all times holding the Client’s interests paramount, strictly avoiding conflicts with other assignments or its own corporate interests, and acting without any consideration for future work.</p> <p>3.2 The Agency has an obligation to disclose to the Client any situation of actual or potential conflict that impacts its capacity to serve the best interest of its Client. Failure to disclose such situations may lead to the disqualification of the Agency or the termination of its Contract.</p> <p>3.2.1 Without limitation on the generality of the foregoing, the Agency shall not be hired under the circumstances set forth below:</p>
<b>a.Conflicting activities</b>	<p>(i) <u>Conflict between consulting activities and procurement of goods, works or non-consulting services</u>: A firm that has been engaged by the Client to provide goods, works, or non-consulting services for a project, or any of its Affiliates, shall be disqualified from providing consulting services resulting from or directly related to those goods, works, or non-consulting services. Conversely, a firm hired to provide consulting services for the preparation or implementation of a project, or any of its Affiliates, shall be disqualified from subsequently providing goods or works or non-consulting services resulting from or directly related to the consulting services for such preparation or implementation.</p>
<b>b. Conflicting assignments</b>	<p>(ii) <u>Conflict among consulting assignments</u>: The Agency (including its Experts and Agency) or any of its Affiliates shall not be hired for any assignment that, by its nature, may be in conflict with another assignment of the Agency for the same or for another Client.</p>

<b>c. Conflicting relationships</b>	(iii) <u>Relationship with the Client's staff</u> : The Agency (including its Experts and Agency) that has a close business or family relationship with a professional staff of the Client (or of implementing agency) who are directly or indirectly involved in any part of (i) the preparation of the Terms of Reference for the assignment, (ii) the selection process for the Contract, or (iii) the supervision of the Contract, may not be awarded a Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the client throughout the selection process and the execution of the Contract. (iv) Any other types of conflicting relationships as indicate in the datasheet needs to be brought into the notice of the Client.
<b>4. Unfair Competitive Advantage</b>	4.1 Fairness and transparency in the selection process require that the Agency or their Affiliates competing for a specific assignment do not derive a competitive advantage from having provided consulting services related to the assignment in question. To that end, the Client shall indicate in the Data Sheet and make available to all the shortlisted Agency together with this RFP all information that would in that respect give such Agency any unfair competitive advantage over competing Agency.
<b>5. Corrupt and Fraudulent Practices</b>	5.1 ORMAS requires compliance with its policy in regard to corrupt and fraudulent/ prohibited practices as set forth by the Govt. of Odisha (GoO) 5.2 In further pursuance of this policy, Agency shall permit and shall cause its agents, Experts, Agency, sub-contractors, services providers, or suppliers to permit the client to inspect all accounts, records, and other documents relating to the submission of the Proposal and contract performance (in case of an award), and to have them audited by auditors appointed by the client.
<b>6. Eligibility</b>	6.1 It is the Agency's responsibility to ensure that its Experts, service providers, and/or their employees meet the eligibility requirements as established in the TOR
<b>7. Qualification to the Bid</b>	Bids shall be submitted by the bidders as sole bidder without any Consortium/Joint venture/sub-contracting or other similar arrangements. Bids submitted under Consortium/Joint venture/sub-contracting or other similar arrangements are liable for rejection.
<b>8. Bid Document Cost</b>	The bidder shall pay to the client a non-refundable sum of <b>Rs.10,000/-</b> (Rupees ten thousand only) plus GST at applicable rates towards the bid document cost. The bid document cost is to be paid by way of Bank draft/Bankers' cheque in favor of Skill Development Training Fund- ORMAS drawn on a scheduled bank payable at Bhubaneswar. The bidders may download the RFP document from ORMAS website and submit the bid along with the bid document cost with technical proposal. Bids submitted without bid document cost as mentioned above shall not be considered and liable for rejection.
<b>B. Preparation of Proposals</b>	
<b>9.General</b>	9.1 In preparing the Proposal, the Agency is expected to examine the RFP

<b>Considerations</b>	in detail. Material deficiencies in providing the information requested in the RFP may result in rejection of the Proposal.
<b>10. Cost of Preparation of Proposal</b>	10.1 The Agency shall bear all costs associated with the preparation and submission of its Proposal, and the Client shall not be responsible or liable for those costs, regardless of the conduct or outcome of the selection process. The Client is not bound to accept any proposal, and reserves the right to annul the selection process at any time prior to Contract award, without thereby incurring any liability to the Agency.
<b>11. Language</b>	11.1 The Proposal, as well as all correspondence and documents relating to the Proposal exchanged between the Agency and the Client shall be written in the language(s) specified in the Data Sheet.
<b>12. Documents Comprising the Proposal</b>	12.1 The Proposal shall comprise the documents and forms listed in the Data Sheet. 12.2 If specified in the Data Sheet, the Agency shall include a statement of an undertaking of the Agency to observe, in competing for and executing a contract, the Client country's laws against fraud and corruption (including bribery). 12.3 The Agency shall furnish information on commissions, gratuities, and fees, if any, paid or to be paid to agents or any other party relating to this Proposal and, if awarded, Contract execution, as requested in the Financial Proposal submission form (Section4).
<b>13. Only One Proposal</b>	13.1 The Agency shall submit only one Proposal in its own name. If the Agency submits or participates in more than one proposal, all such proposals shall be disqualified and rejected. This preclude Coordinator, or the agency or the Agency's staff from participating as Key Experts and Non-Key Experts in more than one Proposal..
<b>14. Proposal Validity</b>	14.1 The Data Sheet indicates the period during which the Agency's Proposal must remain valid after the Proposal submission deadline. 14.2 During this period, the Agency shall maintain its original Proposal without any change, including the availability of the Key Experts, the proposed rates and the total price. 14.3 If it is established that any Key Expert nominated in the Agency's Proposal was not available at the time of Proposal submission or was included in the Proposal without his/her confirmation, such Proposal shall be disqualified and rejected for further evaluation.
<b>a. Extension of Validity Period</b>	14.4 The Client will make its best effort to complete the negotiations within the proposal's validity period. However, should the need arise, the Client may request, in writing, all Agency who submitted Proposals prior to the submission deadline to extend the Proposals' validity. The Agency has the right to refuse to extend the validity of its Proposal in which case such Proposal will not be further revaluated.

<p><b>15. Clarification and Amendment of RFP</b></p>	<p>The Agency may request a clarification of any part of the RFP during the period indicated in the Data Sheet not less than 7 days prior to the Proposals' submission deadline. Any request for clarification must be sent in writing, or by standard electronic means, to the Client's address indicated in the Data Sheet. The Client will respond in writing, or by standard electronic means, (including an explanation of the query but without identifying its source). Should the Client deem it necessary to amend the RFP as a result of a clarification, it shall do so following the procedure described below:</p> <p>15.1 At any time before the proposal submission deadline, the Client may amend the RFP by issuing an amendment in writing or by standard electronic means.</p> <p>15.2 If the amendment is substantial, the Client may extend the proposal submission deadline to give the Agency reasonable time to take an amendment into account in their Proposals.</p> <p>15.3 The Agency may submit a modified Proposal or a modification to any part of it at any time prior to the proposal submission deadline. No modifications to the Technical or Financial Proposal shall be accepted after the deadline.</p>
<p><b>16. Preparation of Proposals – Specific Considerations</b></p>	<p>16.1 While preparing the Proposal, the Agency must give particular attention to the following:</p>
	<p>16.1.1 The Client may indicate in the Data Sheet the estimated Key Expert's time input (expressed in person- month) or the Client's estimated total cost of the assignment, but not both. This estimate is indicative and the Proposal shall be based on the Agency's own estimates for the same.</p> <p>16.1.2 If stated in the Data Sheet, the Agency shall include in its Proposal at least the same time input (in the same unit as indicated in the Data Sheet) of Key Experts, failing which the Financial Proposal will be adjusted for the purpose of comparison of proposals and decision for award in accordance with the procedure in the Data Sheet.</p>
<p><b>17. Technical Proposal Format and Content</b></p>	<p>17.1 The Technical Proposal shall not include any financial information. A Technical Proposal containing material financial information shall be declared non-responsive.</p> <p>17.2 Depending on the nature of the assignment, the Agency is required to submit a Full Technical Proposal as indicated in the Data Sheet and using the Standard Forms provided in Section 3 of the RFP.</p>

<b>18. Financial Proposal</b>	18.1 The Financial Proposal shall be prepared for one year (12 Months) using the Standard Forms provided in Section 4 of the RFP. It shall list all costs associated with the assignment.
<b>a. Price adjustment</b>	18.2 For this assignment with a duration exceeding 12 months, a price adjustment provision for inflation for remuneration rates applies if so stated in the <b>Data Sheet</b> .
<b>b. Taxes</b>	18.3 The Agency and its Experts are responsible for meeting all tax liabilities arising out of the Contract unless stated otherwise in the <b>Data Sheet</b> . Information on taxes in the Client's country is provided in the <b>Data Sheet</b> .
<b>c. Currency of Proposal</b>	18.4 The Agency may express the price for its Services in the INR only
<b>d. Currency of Payment</b>	18.5 Payment under the Contract shall be made in INR only.
<b>C. Submission, Opening and Evaluation</b>	
<b>19. Submission, Sealing, and Marking of Proposals</b>	<p>19.1 The Agency shall submit a signed and complete Proposal comprising the documents and forms. The submission can be made by speed post or by dropping the full proposal in the tender box as prescribed in <b>Data Sheet</b>.</p> <p>19.2 An authorized representative of the Agency shall sign the original submission letters in the required format for both the Technical Proposal and the Financial Proposal and shall initial all pages of both. The authorization shall be in the form of a written power of attorney attached to the Technical Proposal.</p>

	<p>193 Any modifications, revisions, interlineations, erasures, or overwriting shall be valid only if they are signed or initialed by the person signing the Proposal.</p> <p>194 The signed Proposal shall be marked “ORIGINAL”, and its copies marked “COPY” as appropriate. The number of copies is indicated in the <b>Data Sheet</b>. All copies shall be made from the signed original. If there are discrepancies between the original and the copies, the original shall prevail.</p> <p>195 An EMD, in the given format, shall be placed in a separate envelope clearly marked “<b>EMD, IEC Agency to Odisha Rural Development and marketing Society (ORMAS)</b>”, reference number, name and address of the Agency. Unless the EMD is submitted, the Technical Proposal shall not be considered.</p> <p><b>196</b> The original and all the copies of the Technical Proposal shall be placed inside of a sealed envelope clearly marked “<b>Technical Proposal, IEC Agency to Odisha Rural Development and marketing Society (ORMAS)</b>”, reference number, name and address of the Agency, and with a warning “<b>Do Not Open until [insert the date and the time of the Technical Proposal submission deadline].</b>”</p> <p>197 Similarly, the original Financial Proposal (if required for the applicable selection method) shall be placed inside of a sealed envelope clearly marked “<b>FINANCIAL PROPOSAL</b>” followed by the name of the assignment, reference number, name and address of the Agency, and with a warning “<b>DO NOT OPEN WITH THE TECHNICAL PROPOSAL.</b>”</p> <p>198 The sealed envelopes containing the EMD, Technical and Financial Proposals shall be placed into one outer envelope and sealed. This outer envelope shall bear the submission address, RFP reference number, the name of the assignment, Agency’s name and the address, and shall be clearly marked “<b>DO NOT OPEN BEFORE</b> [insert the time and date of the submission deadline indicated in the Data Sheet]”.</p> <p>199 If the envelopes and packages with the Proposal are not sealed and marked as required, the Client will assume no responsibility for the misplacement, loss, or premature opening of the Proposal.</p> <p>19.10 The Proposal must be sent to the address indicated in the <b>Data Sheet</b> and received by the Client no later than the deadline indicated in the <b>Data Sheet</b>, or any extension to this deadline. Any Proposal or its modification received by the Client after the deadline shall be declared late and rejected, and promptly returned unopened.</p> <p>19.11 Late submission of tender shall be out rightly rejected. The client shall not be responsible for any matter whatsoever including for postal delay or loss of any documents by accident, theft, natural calamities (act of God).</p>
<b>20. Confidentiality</b>	<p>20.1 From the time the Proposals are opened to the time the Contract is awarded, the Agency should not contact the Client on any matter related to its Technical and/or Financial Proposal. Information relating to the evaluation of Proposals and award recommendations shall not be disclosed to the Agency who submitted the Proposals or to any other party not officially concerned with the process, until the publication of the Contract award information.</p>

	<p>20.2 Any attempt by Agency or anyone on behalf of the Agency to influence improperly the Client in the evaluation of the Proposals or Contract award decisions may result in the rejection of its Proposal.</p> <p>20.3 Notwithstanding the above provisions, from the time of the Proposals' opening to the time of Contract award publication, if an Agency wishes to contact the Client on any matter related to the selection process, it should do so only in writing.</p>
<b>21. Opening of Technical Proposals</b>	<p>21.1 The Client's evaluation committee shall conduct the opening of the EMD and Technical Proposals in the presence of the Agency' authorized representatives who choose to attend (in person, or through authorized representatives). The opening date, time and the address are stated in the <b>Data Sheet</b>. The envelopes with the Financial Proposal shall remain sealed and shall be securely stored with ORMAS until they are opened in accordance with the ITA.</p> <p>21.2 At the opening of the Technical Proposals the following shall be read out: (i) the name and the country of the Agency; (ii) the presence or absence of a duly sealed envelope with the Financial Proposal; (iii) any modifications to the Proposal submitted prior to proposal submission deadline; and (iv) any other information deemed appropriate or as indicated in the <b>Data Sheet</b>.</p>
<b>22. Proposals Evaluation</b>	<p>22.1 The evaluators of the Technical Proposals shall have no access to the Financial Proposals until the technical evaluation is concluded.</p> <p>22.2 The Agency is not permitted to alter or modify its Proposal in any way after the proposal submission deadline. While evaluating the Proposals, the Client will conduct the evaluation solely on the basis of the submitted Technical and Financial Proposals.</p>
<b>23. Evaluation of Technical Proposals</b>	<p>23.1 The Client's evaluation committee shall evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference and the RFP, applying the evaluation criteria, sub-criteria, and point system specified in the <b>Data Sheet</b>. Each responsive Proposal will be given a technical score. A Proposal shall be rejected at this stage if it does not respond to important aspects of the RFP or if it fails to achieve the minimum technical score indicated in the <b>Data Sheet</b>.</p>
<b>24. Public Opening of Financial Proposals</b>	<p>24.1 The Client shall simultaneously notify in writing those Agency that have achieved the minimum overall technical score and inform them of the date, time and location for the opening of the Financial Proposals. The opening date should allow the Agency sufficient time to make arrangements for attending the opening. The Agency's attendance at the opening of the Financial Proposals (in person, or through authorized representative if such option is indicated in the <b>DataSheet</b>) is optional and is at the Agency's choice.</p>

	<p>24.2 The Financial Proposals shall be opened by the Client’s evaluation committee in the presence of the representatives of those Agency whose proposals have passed the minimum technical score and who choose to attend. At the opening, the names of the Agencies, and the overall technical scores, including the break-down by criterion, shall be read aloud. The Financial Proposals will then be inspected to confirm that they have remained sealed and unopened. These Financial Proposals shall be then opened, and the total prices read aloud and recorded.</p>
<b>25. Correction of Errors</b>	<p>25.1 Activities and items described in the Technical Proposal but not priced in the Financial Proposal, shall be assumed to be included in the prices of other activities or items, and <i><b>no corrections are made to the Financial Proposal.</b></i></p>
<b>a. Time-Based Contracts</b>	<p>25.1.1 If a Time-Based contract form is included in the RFP, the Client’s evaluation committee will (a) correct any computational or arithmetical errors, and (b) adjust the prices if they fail to reflect all inputs included for the respective activities or items in the Technical Proposal. In case of discrepancy between (i) a partial amount (sub-total) and the total amount, or (ii) between the amount derived by multiplication of unit price with quantity and the total price, or (iii) between words and figures, the former will prevail. In case of discrepancy between the Technical and Financial Proposals in indicating quantities of input, the Technical Proposal prevails and the Client’s evaluation committee shall correct the quantification indicated in the Financial Proposal so as to make it consistent with that indicated in the Technical Proposal, apply the relevant unit price included in the Financial Proposal to the corrected quantity, and correct the total Proposal cost.</p>
<b>b. Lump-sum Contracts</b>	<p>25.1.2 If a Lump-Sum contract form is included in the RFP, the Agency is deemed to have included all prices in the Financial Proposal, so neither arithmetical corrections nor price adjustments shall be made. The total price, net of taxes understood as per ITA below, specified in the Financial Proposal (Form FIN-1) shall be considered as the offered price.</p>
<b>26. Taxes</b>	<p>26.1 The Client’s evaluation of the Agency’s Financial Proposal shall exclude GST on the price quoted by the Agency in accordance with the instructions in the <b>Data Sheet</b>.</p>
<b>27. Evaluation of the Bids</b>	<p><b>Least cost Based Selection</b> Mentioned in the Data Sheet. The technically qualified bids scoring the minimum qualification score as in the <b>Data Sheet</b> shall be ranked on the basis of least cost offered. The technically qualified Agency, having scored the minimum qualifying score and offering the least cost bid will be invited for negotiations if necessary as decided by the client</p>

<b>D. Negotiations and Award</b>	
<b>28. Negotiations</b>	<p>28.1 The negotiations if required will be held at the date and place as intimated by the client with the Agency’s representative(s) who must have written power of attorney to negotiate and sign a Contract on behalf of the Agency.</p> <p>28.2 The Client shall prepare minutes of negotiations that are signed by the Client and the Agency’s authorized representative.</p> <p>28.3 Within 15 days from the date of Letter of Invitation (LoI) from the Client, the successful Bidder shall furnish a Performance Guarantee of an amount equal to 5% of its Financial Proposal for the first year (excluding GST) from the date of commencement of services by way of Bank Guarantee valid for one year with an additional claim period of 2 months issued by one of the Nationalized Banks operable and executable at Bhubaneswar for the due performance of the Assignment in the format at Annexure</p>
<ul style="list-style-type: none"> <li>• <b>Technical Negotiation</b></li> <li>• <b>Payment in Terms</b></li> </ul>	<p>28.4 The negotiations include discussions of the Terms of Reference (TORs), the proposed methodology, the Client’s inputs, the special conditions of the Contract, and finalizing the “Description of Services” part of the Contract. These discussions shall not substantially alter the original scope of services under the TOR or the terms of the contract, lest the quality of the final product, its price, or the relevance of the initial evaluation be affected.</p> <p>28.5 Payments shall be released as per the conditions stated in the datasheet</p>
<b>29. Conclusion of Negotiation</b>	<p>29.1 The negotiations of contract shall be initiated by the Client and the Agency’s authorized representative. If the Agency fails to execute the agreement within 7 (seven) days, of communication by the Client, the Client shall inform the Agency in writing of all pending issues and disagreements and provide a final opportunity to the Agency to respond. If disagreement persists, the Client shall terminate the negotiations informing the Agency of the reasons for doing so. EMD submitted by the Agency shall be forfeited and the Client will proceed for invite the next-ranked Agency to negotiate a</p>

	Contract. Once the Client proceeds for negotiations with the next-ranked Agency, the Client shall not reopen the earlier negotiations.
<b>30. Award of Contract</b>	30.1 After completing the negotiations the Client the Agency shall sign the Contract; publish the award information as per the instructions in the <b>Data Sheet</b> . The Agency is expected to commence the assignment on the date and at the location specified in the <b>Data Sheet</b> .
<b>31. Indemnity and Liability</b>	Liabilities of the Client and the Agency under the contract are as described in the Data Sheet.
<b>32. Termination</b>	In the event of failure or default to provide the services for Project Management Support, to furnish the deliverables to ORMAS in accordance with this RFP, without prejudice to any other rights which the client may have under terms of this RFP, the client is entitled to terminate the contract with the Agency by issuing the termination notice to the Agency; provided that before issuing such termination notice grant 15 (fifteen) days to the Agency to make a representation, and may after the expiry of such 15 (fifteen) days, whether or not it is in receipt of such representation, issue the termination notice

## E. Data Sheet

<b>A. General</b>	
<b>SN / Clause Ref</b>	<b>Reference</b>
<b>1</b>	Odisha, India
<b>2.1</b>	<p><b>Name of the Client:</b> Odisha Rural Development &amp; Marketing Society (ORMAS)</p> <p><b>Method of selection:</b> Least cost basis among the technically qualified bids attaining the minimum qualifying marks as per details in the Data Sheet</p> <p>This tenure of the contract will be for <b>period of 12 months with renewal for next 24 months on satisfactory performance reviewed by the client and continuation of the Scheme.</b></p> <p><b>Address from where the RFP Documents can be obtained:</b> ORMAS,SIRD Campus, Unit-VIII, Bhubaneswar-751012, Odisha www.ormas.org</p>
<b>2.2</b>	<p><b>EMD and Financial Proposal to be submitted together with Technical Proposal:</b> Yes, in 3 (three) separate envelopes as mentioned in the Datasheet.</p> <p><b>The name of the assignment is:</b> IEC Agency to Odisha Rural Development &amp; Marketing Society (ORMAS)</p> <p>Bidder participating in the bidding process must furnish an <i>earnest money deposit (EMD) of INR 1 (one) lakh by way of a Bank Draft or Banker's Cheque in the name of Skill Development Training Fund-ORMAS</i> payable at Bhubaneswar drawn on a scheduled bank in the format provided in the Annexure. EMD instrument is to be submitted separately in sealed envelope with the description "EMD for Hiring of IEC Agency to Odisha Rural Development and Marketing Society (ORMAS)". Technical proposal of the bidder shall not be opened in absence of</p>

	<p>EMD as mentioned under the clause.  The EMD of bidders shall be refunded soon after final acceptance of bid and award of contract.  The EMD taken from the bidder shall be forfeited in the following cases:-</p> <ol style="list-style-type: none"> <li>a) When the bidder withdraws his bid proposal after opening of bids.</li> <li>b) If the bidder alters or modifies or revokes its bid partly or fully during the bid validity period on any extension thereof.</li> <li>c) If any of the claims, confirmations, statements, declarations of the bid is found to be incorrect or inconsistent, or in any case of misrepresentation of facts.</li> <li>d) When the bidder does not execute the agreement after placement of order within the specified time.</li> <li>e) In case the Technical Bid contains any information on the Financial Proposal of the bidder.</li> <li>f) When the bidder submits a conditional or qualified bid.</li> <li>g) If a bidder submits more than one bid.</li> <li>h) When the bidder does not furnish the Performance Guarantee in the form of Bank Guarantee after the work order is placed within the stipulated period.</li> <li>i) If the bidder alters or modified bid during the bid validity period after bid opening or any extended period thereof</li> <li>j) If the bidder engages in a corrupt practice, fraudulent practice, coercive practice, restrictive practice, collusive bidding or bid rigging.</li> <li>k) The EMD of those bidders whose technical proposals are found to be unresponsive or whose technical proposal do not qualify as per the qualification requirements as set out in the Data Sheet shall be returned within a period of 15(fifteen) days from the date of announcement of the list of Technically Qualified Bidders.</li> <li>l) The EMD of all the bidders shall be refunded within 15(fifteen) days from the date of annulment in case the tender process is annulled by the Client.</li> <li>m) The EMD of the technically acceptable bidders other than the selected bidder for award of the contract shall be refunded soon after finalization and award of contract</li> </ol>
<p><b>2.3</b></p>	<p><b>A pre-proposal conference will be held: Yes</b>  Date of pre-proposal conference: 16<sup>th</sup> November 2018(If Required) Time: 3:00 pm onwards  Address: ORMAS, SIRD Campus, unit-8, Bhubaneswar, Pin -751012 E-mail: ormashq@gmail.com  Contact person: Mr. B.N.DAS  Contact No.: 0674-2565871</p>

2.4	<b>The Client will provide the following inputs, project data, reports, etc. to</b>
	<b>facilitate the preparation of the Proposals:</b> As per Terms of Reference (ToR)
3	<p><b>Conflict of Interest</b></p> <p>3.3 The Agency is required to provide professional, objective, and impartial advice, at all times holding the Client’s interests paramount, strictly avoiding conflicts with other assignments or its own corporate interests, and acting without any consideration for future work.</p> <p>3.4 The Agency has an obligation to disclose to the Client any situation of actual or potential conflict that impacts its capacity to serve the best interest of its Client. Failure to disclose such situations may lead to the disqualification of the Agency or the termination of its Contract.</p> <p>3.2.1 Without limitation on the generality of the foregoing, the Agency shall not be hired under the circumstances set forth below:</p> <p><b>a. Conflicting activities</b></p> <p><u>Conflict between consulting activities and procurement of goods, works or non-consulting services:</u> A firm that has been engaged by the Client to provide goods, works, or non-consulting services for a project, or any of its Affiliates, shall be disqualified from providing consulting services resulting from or directly related to those goods, works, or non-consulting services. Conversely, a firm hired to provide consulting services for the preparation or implementation of a project, or any of its Affiliates, shall be disqualified from subsequently providing goods or works or non-consulting services resulting from or directly related to the consulting services for such preparation or implementation.</p> <p><b>b. Conflicting assignments</b></p> <p><u>Conflict among consulting assignments:</u> The Agency (including its Experts and Agency) or any of its Affiliates shall not be hired for any assignment that, by its nature, may be in conflict with another assignment of the Agency for the same or for another Client.</p> <p><b>c. Conflicting relationships</b></p> <ul style="list-style-type: none"> <li>• <u>Relationship with the Client’s staff:</u> The Agency (including its Experts and Agency) that has a close business or family relationship with a professional staff of the Client (or of implementing agency) who are directly or indirectly involved in any part of (i) the preparation of the Terms of Reference for the assignment, (ii) the selection process for the Contract, or (iii) the supervision of the Contract, may not be awarded a Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the client throughout the selection process and the execution of the Contract.</li> <li>• Any other types of conflicting relationships as indicate in the datasheet</li> </ul>

	needs to be brought into the notice of the Client.
4.	<b>Fairness and transparency</b> in the selection process require that the Agency or their Affiliates competing for a specific assignment do not derive a competitive advantage from having provided consulting services related to the assignment in question. To that end, the Client shall indicate in the Data Sheet and make available to all the shortlisted Agency together with this RFP all information that would in that respect give such Agency any unfair competitive advantage over competing Agency.
5.	5.1 ORMAS requires compliance with its policy in regard to <b>corrupt and fraudulent/ prohibited practices</b> as set forth by the Govt. of Odisha (GoO) 5.2 In further pursuance of this policy, Agency shall permit and shall cause its agents, Experts, Agency, sub-contractors, services providers, or suppliers to permit the client to inspect all accounts, records, and other documents relating to the submission of the Proposal and contract performance (in case of an award), and to have them audited by auditors appointed by the client.
6.	It is the Agency's responsibility to ensure that its Experts, service providers, and/or their employees meet the eligibility requirements as established in the TOR.
7.	Bids shall be submitted by the bidders as sole bidder without any Consortium/Joint venture/sub-contracting or other similar arrangements. Bids submitted under Consortium/Joint venture/sub-contracting or other similar arrangements are liable for rejection.
8.	The bidder shall pay to the client a non-refundable sum of <b>Rs.10,000/-</b> (Rupees ten thousand only) plus GST at applicable rates towards the bid document cost. The bid document cost is to be paid by way of Bank draft/Bankers' cheque in favor of Skill Development Training Fund- ORMAS drawn on a scheduled bank payable at Bhubaneswar. The bidders may download the RFP document from ORMAS website and submit the bid along with the bid document cost with technical proposal. Bids submitted without bid document cost as mentioned above shall not be considered and liable for rejection.
<b>B. Preparation of Proposals</b>	
9.	In preparing the Proposal, the Agency is expected to examine the RFP in detail. Material deficiencies in providing the information requested in the RFP may result in rejection of the Proposal.

10.	The Agency shall bear all costs associated with the preparation and submission of its Proposal, and the Client shall not be responsible or liable for those costs, regardless of the conduct or outcome of the selection process. The Client is not bound to accept any proposal, and reserves the right to annul the selection process at any time prior to Contract award, without thereby incurring any liability to the Agency.
11.	This RFP has been issued in the ENGLISH language. Proposals shall be submitted in English language. All correspondence exchange shall be in English language.
12.1	<p>The Proposal shall comprise the following:</p> <p><b>Envelope-1: 1<sup>st</sup>Inner Envelope with EMD(Cover-A)</b> With the description “EMD for Hiring of Agency for IEC Services to Odisha Rural Development and Marketing Society (ORMAS)” on the envelope</p> <p><b><u>Envelope-2: FULL TECHNICAL PROPSOSAL</u></b> <b>2<sup>nd</sup>Inner Envelope with the Technical Proposal (Cover-B)</b> With the description “Technical Bid for Hiring of Agency for IEC Services to Odisha Rural Development and Marketing Society (ORMAS)”on the envelope</p> <p>(1) Power of Attorney to sign the Proposal (2) TECH-1 (3) TECH-2 (4) TECH-3 (5) TECH-4 (6) TECH-5 (7)</p> <p><b>(8) <u>AND</u></b></p> <p><b>Envelope-3</b></p> <p><b>3<sup>rd</sup>Inner Envelope with the Financial Proposal (Cover-C)</b> With the description “Financial Proposal for Hiring of Agency for IEC Services to Odisha Rural Development and Marketing Society (ORMAS)”on the envelope</p> <p>(1) FIN-1 (2) FIN-2 (3) FIN-3</p>
12.2	Statement of Undertaking is required: <b>Yes</b>

12.3	The Agency shall furnish information on commissions, gratuities, and fees, if any, paid or to be paid to agents or any other party relating to this Proposal and, if awarded, Contract execution, as requested in the Financial Proposal submission form (Section4).
13.1	Participation of Sub-Agencies, Outsourcing agencies, consortium agency in more than one Proposal is permissible: <b>No</b>
14.1	Proposals must remain valid for 90 days calendar days after the proposal submission deadline.
14.2	<p>a) The Bidder has to be a single entity and all other engagement with agencies, Experts should be under the contract of the Bidder.</p> <p>b) Sub-contracting / Outsourcing of activities like survey, research, content development, designing, and execution are allowed. However all responsibility towards the scope of work and deliverables of these activities shall be on the Bidder.</p> <p>c) The Agency shall take responsibility to furnish the reports, contents, implementation plan, executed photographs and reports within timeline and place before the competent authority of the client as may be required by the client with their comment/views if any.</p>
14.3	If it is established that any Key Expert nominated in the Agency's Proposal was not available at the time of Proposal submission or was included in the Proposal without his/her confirmation, such Proposal shall be disqualified and rejected for further evaluation.
14.4	The Client will make its best effort to complete the negotiations within the proposal's validity period. However, should the need arise, the Client may request, in writing, all Agency who submitted Proposals prior to the submission deadline to extend the Proposals' validity. The Agency has the right to refuse to extend the validity of its Proposal in which case such Proposal will not be further revaluated.
15.1	<p>Clarifications may be requested no later than 15 days prior to the submission deadline</p> <p>The contact information for requesting clarifications is:</p> <p>Address: ORMAS, SIRD Campus, Unit- VIII,, Bhubaneswar, 751012, Odisha E-mail: <a href="mailto:ormashq@gmail.com">ormashq@gmail.com</a></p> <p>Contact person/conference coordinator: Shri B.N Das, Executive Director</p>

16.	<p>While preparing the Proposal, the Agency must give particular attention to the following:</p> <p>16.1 The Client may indicate in the Data Sheet the estimated Key Expert's time input (expressed in person- month) or the Client's estimated total cost of the assignment, but not both. This estimate is indicative and the Proposal shall be based on the Agency's own estimates for the same.</p> <p>16.2 If stated in the Data Sheet, the Agency shall include in its Proposal at least the same time input (in the same unit as indicated in the Data Sheet) of Key Experts, failing which the Financial Proposal will be adjusted for the purpose of comparison of proposals and decision for award in accordance with the procedure in the Data Sheet</p>
17.1	The Technical Proposal shall not include any financial information. A Technical Proposal containing material financial information shall be declared non-responsive.
17.2	Depending on the nature of the assignment, the Agency is required to submit a Full Technical Proposal as indicated in the Data Sheet and using the Standard Forms provided in Section 3 of the RFP.
18.1	Parameter indicator and Activity wise cost to be provided in the Financial Proposal All TA/DA shall be inclusive with the contract value.
18.2	No any price adjustment provision applies to contract value (rate on which Bidder is awarded the Project) for a period of 12 months from the commencement date, it may be renewal for further period of 24 months and will be escalated by 5% for every 12 months during the subsequent Contract Period.
18.3	The Agency and its Experts are responsible for meeting all tax liabilities arising out of the Contract unless stated otherwise in the <b>Data Sheet</b> . Information on taxes in the Client's country is provided in the <b>Data Sheet</b>
18.4	The Financial Proposal should be quoted in INR
<b>C. Submission, Opening and Evaluation</b>	
19.1	The Agencies shall not have the option of submitting their Proposals electronically. The submission shall be done by sending by speed post or dropping the full proposal consisting of three envelopes in the tender box of the Client
19.2	An authorized representative of the Agency shall sign the original submission letters in the required format for both the Technical Proposal and the Financial Proposal and shall initial all pages of both. The authorization shall be in the form of a written power of attorney attached to the Technical Proposal.

19.3	Any modifications, revisions, interlineations, erasures, or overwriting shall be valid only if they are signed or initialed by the person signing the Proposal.
19.4	<p><b>The Agency must submit the full proposal consisting of three envelopes. All envelopes should be properly marked and sealed:</b></p> <p><b>(a) EMD</b></p> <p><b>(b) Technical Proposal:</b> one (1) original and one (1) soft copy in pdf format in the form of CD;</p> <p><b>(c) Financial Proposal:</b> one (1) original.</p> <p>The financial proposal should be submitted in the formats mentioned in the RFP for One year only; submission of financial proposal in any other format will be rejected.</p>
19.5	An EMD, in the given format, shall be placed in a separate envelope clearly marked “ <b>EMD, IEC Agency to Odisha Rural Development and marketing Society (ORMAS)</b> ”, reference number, name and address of the Agency. Unless the EMD is submitted, the Technical Proposal shall not be considered.
19.6	The original and all the copies of the Technical Proposal shall be placed inside of a sealed envelope clearly marked “ <b>Technical Proposal, IEC Agency to Odisha Rural Development and marketing Society (ORMAS)</b> ”, reference number, name and address of the Agency, and with a warning “ <b>Do Not Open until [insert the date and the time of the Technical Proposal submission deadline].</b> ”
19.7	Similarly, the original Financial Proposal (if required for the applicable selection method) shall be placed inside of a sealed envelope clearly marked “ <b>FINANCIAL PROPOSAL</b> ” followed by the name of the assignment, reference number, name and address of the Agency, and with a warning “ <b>DO NOT OPEN WITH THE TECHNICAL PROPOSAL.</b> ”
19.8	The sealed envelopes containing the EMD, Technical and Financial Proposals shall be placed into one outer envelope and sealed. This outer envelope shall bear the submission address, RFP reference number, the name of the assignment, Agency’s name and the address, and shall be clearly marked “ <b>DO NOT OPEN BEFORE</b> [insert the time and date of the submission deadline indicated in the Data Sheet]”.
19.9	If the envelopes and packages with the Proposal are not sealed and marked as required, the Client will assume no responsibility for the misplacement, loss, or premature opening of the Proposal.

19.10	<p>Proposal submission address is:  <b>Executive Director, ORMAS</b>  <b>SIRD Campus, Unit- VIII, Bhubaneswar, 751012, Odisha</b>  <b>Tel (91-674-2565871 )</b></p>
19.11	<p>Late submission of tender shall be out rightly rejected. The client shall not be responsible for any matter whatsoever including for postal delay or loss of any documents by accident, theft, natural calamities (act of God).</p>
20.1	<p>From the time the Proposals are opened to the time the Contract is awarded, the Agency should not contact the Client on any matter related to its Technical and/or Financial Proposal. Information relating to the evaluation of Proposals and award recommendations shall not be disclosed to the Agency who submitted the Proposals or to any other party not officially concerned with the process, until the publication of the Contract award information.</p>
20.2	<p>Any attempt by Agency or anyone on behalf of the Agency to influence improperly the Client in the evaluation of the Proposals or Contract award decisions may result in the rejection of its Proposal.</p>
20.3	<p>Notwithstanding the above provisions, from the time of the Proposals' opening to the time of Contract award publication, if an Agency wishes to contact the Client on any matter related to the selection process, it should do so only in writing.</p>
21.1	<p><b>Time, Place and date for opening of the EMD and Technical Proposal Cover-A &amp; Cover-B</b>  On 26<sup>th</sup> November 3.30 pm onwards in the conference hall of ORMAS</p>
21.2	<p><b>Technical presentation by the Bidder</b>  The exact date will be intimated to the successful bidders through official email / letter and web hosted in the web site of ORMAS. <a href="http://www.ormas.org">www.ormas.org</a></p> <p><b>Opening of Financial Proposal</b>  The exact date will be intimated to the successful bidders through official email / letter and web hosted in the web site of ORMAS. <a href="http://www.ormas.org">www.ormas.org</a>  An online option of the opening of the Technical Proposals is offered: <b>No</b></p> <p>The technical proposal opening shall take place at:  <b>Conference Hall of ORMAS,</b>  <b>SIRD Campus, Unit- VIII,</b>  <b>Bhubaneswar, 751012, Odisha</b></p>

<b>22.1</b>	The evaluators of the Technical Proposals shall have no access to the Financial Proposals until the technical evaluation is concluded.
<b>22.2</b>	The Agency is not permitted to alter or modify its Proposal in any way after the proposal submission deadline. While evaluating the Proposals, the Client will conduct the evaluation solely on the basis of the submitted Technical and Financial Proposals.

23	<b>Criteria, Sub-criteria and point system for the eligibility and evaluation of the Technical Proposals:</b>		
	<b>Sl. No.</b>	<b>Minimum Qualifying Criteria</b>	<b>Documents Required</b>
	1	The Bidder must be incorporated & registered in India, under India Companies Act, 1956 or Societies Registration Act or The Societies Registration Act 1860. Should be in operations in India for a minimum 5 years as on 31.03.2018	Certificate of Incorporation/Registration under the relevant statute
	2	The Bidder should have an annual turnover of INR 1.5 Crores from Indian Operations in last financial year.	Audited Financial Statements and certificates from Statutory Auditor
	3	The bidder/consortium must have its office/ branch office in the state of Odisha with adequate staff having adequate and desired qualification to manage the office.	Proof of address for the mentioned office and relevant documents.
	4	The bidder should have experience with at least 3 government assignment of minimum contract value of INR 30 lakh each in the last financial year for International/National/ State level in Govt./Corporate Sector programmes.	Work Order / Contract and relevant documents
	5	The Bidder must have on its pay roll staff of at least 20 technically qualified personnel in the area of technical services for documentation, branding, IEC, Media, Web designing, Survey/Research, Digital videography, documentary, movie making, event management etc. and who possess relevant degrees/credentials with prior experience in providing the above technical services as on 30 <sup>th</sup> November 2018.	Declaration from Authorised Signatory (Partner/Director)
	6	The Bidder firm should not have been blacklisted/ debarred by any State or Central Government department/ Agency or PSU in India.	Declaration from Authorised Signatory
	7	The existing Training Partners/firms related to of ORMAS/NIRD/CTSA and Ministry of Rural Development are not eligible.	Declaration from authorised Signatory

<b>I. The technical proposals of the bidders who are found eligible as per the above Qualifying Criteria will be evaluated and awarded score on the following basis. Qualification and Experience .....(70 marks)</b>		
<b>S. NO.</b>	<b>Bidder's Qualification &amp; Experience</b>	<b>Marks</b>
1	The Bidder having an annual turnover of INR 1.5 Crores from Indian operations in technical services for IEC/Survey/Research/Event Management in last financial year.	For every INR 50 lakh = 5(five) marks each <b>Maximum 20 marks</b>
2	Experience in technical services for communication/development project in India with Central/ State Government Department /Agency or Donor funded project in India for which it should have executed / under execution advisory projects in excess of INR 30 lakh each as contract value, as a Lead Bidder as a part of the contract (including extension contract if any) in the last 5 years.	1 project = 5 (Five) marks <b>Maximum 30 marks</b>
3	Experience in working in development projects $\geq$ 30 lakh each in any Central Government/State Government/NSDC/State Development projects/ Mission/Multilateral funding agency, in India.	1 project = 5 (Five) marks <b>Maximum 20 marks</b>
4	Experience in managing large scale Media, Branding, and research programs in Odisha with a value of at least INR 30 lakh each.	1 project = 2 (Two) marks <b>Maximum 10 marks</b>

	<p><i>Note: Work Order / Completion Certificate and Terms of Reference justifying the requirements, should be submitted for each of the assignments for the above evaluation criteria.. No scores will be allotted in absence of the required supporting documents mentioned above.</i></p> <p><b>II. Approach and Methodology</b> ..... 10 marks)  <b>III. Technical Presentation</b> .....10 marks  (Oversall Approach, Adequacy, Work plan, Innovation, Value addition)  <b>(Total Technical presentation is: II+III=20 marks)</b></p> <p style="text-align: right;"><b>Total points 100</b></p> <p><b>The minimum technical score (St) required for cut-off is: 70</b>  <b>Financial Bid of only those Bidders will be opened who score a minimum of 70 marks</b></p>
24	<p><b>Time, Place and date for opening of the Financial Proposal (Cover- C)</b>  To be informed later</p>
25.1	<p>Activities and items described in the Technical Proposal but not priced in the Financial Proposal, shall be assumed to be included in the prices of other activities or items, and <b><i>no corrections are made to the Financial Proposal.</i></b></p>
25.1.1	<p>If a Time-Based contract form is included in the RFP, the Client's evaluation committee will (a) correct any computational or arithmetical errors, and (b) adjust the prices if they fail to reflect all inputs included for the respective activities or items in the Technical Proposal. In case of discrepancy between (i) a partial amount (sub-total) and the total amount, or (ii) between the amount derived by multiplication of unit price with quantity and the total price, or (iii) between words and figures, the former will prevail. In case of discrepancy between the Technical and Financial Proposals in indicating quantities of input, the Technical Proposal prevails and the Client's evaluation committee shall correct the quantification indicated in the Financial Proposal so as to make it consistent with that indicated in the Technical Proposal, apply the relevant unit price included in the Financial Proposal to the corrected quantity, and correct the total Proposal cost.</p>
25.1.2	<p>If a Lump-Sum contract form is included in the RFP, the Agency is deemed to have included all prices in the Financial Proposal, so neither arithmetical corrections nor price adjustments shall be made. The total price, net of taxes understood as per ITA below, specified in the Financial Proposal (Form FIN-1) shall be considered as the offered price.</p>

26	<p>For the purpose of the evaluation, the Client will exclude only GST. All other taxes are deemed to be included in the financial proposal. The Agency to furnish copies of GST registration certificate and PAN along with Technical proposal. All payments shall be made in INR. Conditions of Release of Payments to the Agency as per terms of the MoU and compliance of the deliverables as per the RFP and ToR.</p> <p><u>Release of Installments</u></p> <ol style="list-style-type: none"> <li>1. Signing of the contract-20%</li> <li>2. Completion of 1<sup>st</sup>Qtr. activities and Successful Delivery of assignments:20%</li> <li>3. Completion of 2<sup>nd</sup>Qtr. activities and Successful Delivery of assignments:20%</li> <li>4. Completion of 3<sup>rd</sup>Qtr. activities and Successful Delivery of assignments:20%</li> <li>5. Completion of 4<sup>th</sup>Qtr. activities and Successful Delivery of assignments:20%</li> </ol>
27.1	<p><b><i>The mode of selection will be on least cost basis among the technically qualified bids</i></b> attaining the minimum qualifying marks as per details in this Data Sheet  <b>Only those bids with a technical score of <math>\geq 80</math> shall be considered for financial</b></p>

	<b>Evaluation.</b>
	<b>D. Negotiations and Award</b>
<b>28.1</b>	<b>Expected date and address for contract negotiations and signing :</b> <b>Date:</b> Exact date will be intimated through official letter <b>Address:</b> ORMAS, SIRD Campus, Unit-VIII, Bhubaneswar-751012, Odisha
<b>28.2</b>	The Client shall prepare minutes of negotiations that are signed by the Client and the Agency's authorized representative.
<b>28.3</b>	<b><u>Performance Guarantee</u></b> a) Within 15 days from the date of Letter of Invitation (LoI) from the Client, the successful Bidder shall furnish a Performance Guarantee of an amount equal to 5% of its Financial Proposal for the first year (excluding GST) from the date of commencement of services by way of Bank Guarantee valid for one year with an additional claim period of 2 months issued by one of the Nationalized Banks operable and executable at Bhubaneswar for the due performance of the Assignment in the format at Annexure. b) The Bank Guarantee is to be furnished for each year of renewal as per terms of this RFP c) In the event of failure or default by the Agency to provide the services for Project Management Support, to furnish the deliverables to ORMAS in accordance with terms of this RFP, without prejudice to any other rights which the client may have under terms of this RFP, the client is entitled to invoke the Performance Guarantee submitted by the Agency. d) If the bidder fails to commence the work as per the time line mentioned in the RFP at the agreed price, the client shall invoke the Performance Guarantee submitted. e) The client shall, without prejudice to its other rights and remedies hereunder, in law or equity, have unqualified right to encash and appropriate the Performance Guarantee in the event of failure or default of the Agency to comply with the obligations hereunder.
<b>28.4</b>	The negotiations include discussions of the Terms of Reference (TORs), the proposed methodology, the Client's inputs, the special conditions of the Contract, and finalizing the "Description of Services" part of the Contract. These discussions shall not substantially alter the original scope of services under the TOR or the terms of the contract, lest the quality of the final product, its price, or the relevance of the initial evaluation be affected.
<b>28.5</b>	Payments shall be released as per the conditions stated in the datasheet

29	The negotiations are concluded with a finalization of draft Contract as per terms of the RFP which then shall be initiated by the Client and the Agency's authorized representative. If the Agency fails to execute the agreement within 7 (seven) days, of communication by the Client, the Client shall inform the Agency in writing of all pending issues and disagreements and provide a final opportunity to the Agency to respond. If disagreement persists, the Client shall terminate the negotiations informing the Agency of the reasons for doing so. EMD submitted by the Agency shall be forfeited and the Client will proceed for invite the next-ranked Agency to negotiate a Contract. Once the Client proceeds for negotiations with the next-ranked Agency, the Client shall not reopen the earlier negotiations.
30.	<b>Expected date for the commencement of the Services:</b> within 15 days of signing of contact
31.	<p><b>Limitation of Liability</b> - In no event shall either party be liable for consequential, incidental, indirect, or punitive loss, damage or expenses (including loss of profits). Either party shall not be liable to the other hereunder or in relation hereto (whether in contract, tort, strict liability or otherwise) for more than the value of the fees to be paid (including any amounts invoiced but not yet paid) under the Contract except for those liabilities specified in the Agreement between ORMAS and the Agency.</p> <p><b>Indemnification:</b> The Agency shall indemnify the Client in full for any failure in performance on account of its default or non-fulfillment of its obligations and the same is performed by the client or any other agency engaged by the Client. In such case all the costs and expenses incurred by the client are recoverable from the Agency.</p>
32.	Subject to other provisions of this RFP, in the event of failure or default to provide the services for Project Management Support, to furnish the deliverables to ORMAS in accordance with this RFP, without prejudice to any other rights which the client may have under terms of this RFP, the client is entitled to terminate the contract with the Agency by issuing the termination notice to the Agency; provided that before issuing such termination notice grant 15 (fifteen) days to the Agency to make a representation, and may after the expiry of such 15 (fifteen) days, whether or not it is in receipt of such representation, issue the termination notice

### Section 3. Technical Proposal – Standard Forms

{Notes to Agency shown in brackets { } throughout Section 3 provide guidance to the Agency to prepare the Technical Proposal; they should not appear on the Proposals to be submitted.}

#### Checklist of Required Forms

FORM	DESCRIPTION
TECH-1	Technical Proposal Submission Form.
Power of Attorney Copy of GST Regn. Certificate PAN Regn. Copy	No pre-set format/form.
TECH-2	Agency's Organization and Experience.
TECH-2A	A. Agency's Organization
TECH-2B	B. Agency's Experience
TECH-3	Comments or Suggestions on the Terms of Reference and on Counterpart Staff and Facilities to be provided by the Client.
TECH-3A	A. On the Terms of Reference
TECH-3B	B. On the Counterpart Staff and Facilities
TECH-4	Description of the Approach, Methodology, and Work Plan for Performing the Assignment
TECH-5	Work Schedule and Planning for Deliverables
TECH-6	Team Composition, Copy of contract/ agreement or MoU with outsources partners, sub-contract with detail activities/assignments of each partners.

**All pages of the original Technical and Financial Proposal shall be initialed by the same authorized representative of the Agency who signs the Proposal.**

**Form TECH-1**  
**TECHNICAL PROPOSAL SUBMISSION FORM**

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{Location, Date}

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To:

The Executive Director,  
ORMAS SIRD Campus,  
Unit- VIII,  
Bhubaneswar, 751012, Odisha

Dear Sir,

We, the undersigned, offer to provide the technical services for IEC services to Odisha Rural Development & Marketing Society (ORMAS) in accordance with your RFP vide no xxxx dated xxxxxxx. We are hereby submitting our Proposal, which includes this Technical Proposal and a Financial Proposal sealed in a separate envelope.

We hereby declare that:

- a. All the information and statements made in this Proposal are true and we accept that any misinterpretation or misrepresentation contained in this Proposal may lead to our disqualification by the Client
- b. Our Proposal shall be valid and remain binding upon us for the period of time specified in the RFP.
- c. We have no conflict of interest as stated in the RFP
- d. We meet the eligibility requirements as stated in RFP &TOR
- e. In competing for (and, if the award is made to us, in executing) the Contract, we undertake to observe the laws against fraud and corruption, including bribery, in force in the country of the Client.
- f. Our Proposal is binding upon us and subject to any modifications resulting from the Contract negotiations.

We undertake, if our Proposal is accepted and the Contract is signed, to initiate the Services related to the assignment no later than the date indicated in the Data Sheet.

We understand that the Client is not bound to accept any Proposal that the Client receives.

We remain,

Yours sincerely,

Authorized Signature {In full and initials}:

Name and Title of Signatory:

Name of Agency (company's name):

In the capacity of:

Address:

Contact information (phone and e-mail):

**Form TECH-2(FOR FULL TECHNICAL PROPOSAL ONLY)****AGENCY'S ORGANIZATION AND EXPERIENCE**

Form TECH-2: a brief description of the Agency's organization and an outline of the recent experience of the Agency that is most relevant to the assignment. For each assignment, the outline should indicate the names of the Agency's profile/people and Sub-Agencies who participated, the duration of the assignment, the contract amount (total and, if it was done in a form of a consortium, the amount paid to the Agency), and the Agency's role/involvement.

**A - Agency's Organization**

1. Provide here a brief description of the background and organization of your company.
2. Include organizational chart, a list of Board of Directors, and beneficial ownership

**B - Agency's Experience****COMPLIANCE SHEET FORMAT FOR ELIGIBILITY**

(ALL SUPPORTING DOCUMENTS REQUIRED AS PER CLAUSE 22 OF DATA SHEET)

Sl No	Minimum Qualifying Criteria	Documents Required	Compliance (Yes/No)	Evidence attached on Page Number
1	The Bidder must be incorporated & registered in India, under India Companies Act, 1956 or Societies Registration Act or The Societies Registration Act 1860. Should be in operations in India for a minimum 5 years as on 31.03.2018	Certificate of Incorporation/ Registration under the relevant statute		
2	The Bidder should have a have an annual average turnover of INR 2 Crores turnover from Indian Operations in last financial year.	Audited Financial Statements for the 3 years		
3	The Bidder should have an average positive net worth ( as defined under section 2(57) of Companies Act 2013) of net less than 1 Crore in the previous 3	Audited Financial Statements		

RFP for Selection of IEC Agency under DDUGKY, ORMAS

	financial years.	and		
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		certificate from the statutory auditor		
4	The bidder should have experience with at least 3 similar kind of assignment of minimum contract value of INR 1 Core each in last FY for International/National/ State level in Govt./ Corporate Sector programmes.	Work Order / Contract and relevant documents		
5	The Bidder must have on its pay roll staff of at least 20 technically qualified personnel in the area of technical services for documentation, branding, IEC, Media, Web designing, Survey/Research, Digital videography, documentary, movie making, event management etc. and who possess relevant degrees/credentials with prior experience in providing the above technical services as on 31st March 2018.	Declaration from Authorized Signatory (Partner/ Director)		
6	The Bidder firm should not have been blacklisted/ debarred by any State or Central Government department/ Agency or PSU in India.	Declaration from Authorised Signatory		
7	The existing Training Partners of ORMAS/NIRD/CTSA and Ministry of Rural Development are not eligible.	Declaration from authorised Signatory		

1. List only previous similar assignments.

2. List only those assignments for which the Agency was legally contracted by the Client as a company or was one of the consortium partners. Assignments completed by the Agency's individual experts working privately or through other consulting firms cannot be claimed as the relevant experience of the Agency, or that of the Agency's partners or sub-Agency, but can be claimed by the Experts themselves in their CVs. The Agency should be prepared to substantiate the claimed experience by presenting copies of relevant documents and references if so requested by the Client.

**COMPLIANCE SHEET FOR EVALUATION**

(ALL SUPPORTING DOCUMENTS TO BE ATTACHED AS PER CLAUSE 22 of DATA SHEET)

**FORMAT FOR FURNISHING AGENCY’S EXPERIENCE**

<b>Duration</b>	<b>Assignment name/&amp; brief description of main deliverables/outputs</b>	<b>Name of Client &amp; Country of Assignment</b>	<b>Approx. Contract value (in INR)/ Amount paid to the Agency</b>	<b>Role on the Assignment</b>
{e.g., Jan.2014– Apr.2015}	{e.g., “technical support agency of.....”: Implementation of DDU-GKY.....; }	{e.g., Ministry of ....., country}	INR.....	Define role ..... {e.g., Lead partner in a consortium if any }
{e.g., Jan-May 2014}	{e.g., “Support to sub-national government.....” : drafted secondary level regulations on.....}	{e.g., municipality of....., country}	INR.....	{e.g., sole Agency}

### **Form TECH-3 (FOR FULL TECHNICAL PROPOSAL)**

#### **COMMENTS AND SUGGESTIONS ON THE TERMS OF REFERENCE, COUNTERPART STAFF, AND FACILITIES TO BE PROVIDED BY THE CLIENT**

Form TECH-3: comments and suggestions on the Terms of Reference that could improve the quality/effectiveness of the assignment; and on requirements for counterpart staff and facilities, which are provided by the Client, including: administrative support, office space, local transportation, equipment, data, etc.

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### **Form TECH-4 (FOR FULL TECHNICAL PROPOSAL ONLY)**

#### **DESCRIPTION OF APPROACH, METHODOLOGY, AND WORK PLAN IN RESPONDING TO THE TERMS OF REFERENCE**

Form TECH-4: a description of the approach, methodology and work plan for performing the assignment, including a detailed description of the proposed methodology and staffing for training, if the Terms of Reference specify training as a specific component of the assignment.

{Suggested structure of your Technical Proposal (in FTP format):

- a) Technical Approach and Methodology
- b) Work Plan
- c) Organization and Staffing}

a) **Technical Approach and Methodology.**{Please explain your understanding of the objectives of the assignment as outlined in the Terms of Reference (TORs), 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, the approach for agreement/consulting/sub-contract/recruitment of the proposed experts named in the bid and recruitment of experts for vacant positions as per the matrix provided in the TOR, the approach for engaging as knowledge partner and solution of MIS as data solution Please do not repeat/copy the TORs inhere.}

b) **Work Plan.**{Please outline the plan for the implementation of the main activities/tasks of the assignment-including assigned work of sub-contracting agency/consultants and mobilizing of proposed experts named in the bid and recruitment of experts for vacant positions (apart from the name in the bid and other positions which needs to be filled), the content and duration, phasing and interrelations, milestones (including interim approvals by the Client), and tentative delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing your

understanding of the TOR and ability to translate them into a feasible working plan. A list of the final documents (including reports) to be delivered as final output(s) should be included here. The work plan should be consistent with the Work Schedule Form.}

**Form TECH-5 (FTP)**

**WORK SCHEDULE AND PLANNING FOR DELIVERABLES**

N°	Deliverables <sup>1</sup> (D-..)	Months												
		1	2	3	4	5	6	7	8	9	.....	n	TOT AL	
<b>D-1</b>	{e.g., Deliverable #1: .....}													
	1) xxxxxxxx													
	2) xxxxxxxx													
	3) xxxxxxxxxx													
	4) xxxxxxxxxx													
	5) xxxxxxxxxxxxxxxx													
	6) xxxxxxxxxxxxxxxxxxxx													
<b>D-2</b>	{e.g., Deliverable #2:.....}													
<b>n</b>														

- 1 List the deliverables with the breakdown for activities required to produce them and other benchmarks such as the Client’s approvals. For phased assignments, indicate the activities, delivery of reports, and benchmarks separately for each phase.
- 2 Duration of activities shall be indicated in a form of a bar chart.
3. Include a legend, if necessary, to help read the chart.

## **Section 4. Financial Proposal - Standard Forms**

*{Notes to Agency shown in brackets { } provide guidance to the Agency to prepare the Financial Proposals; they should not appear on the Financial Proposals to be submitted.}*

Financial Proposal Standard Forms shall be used for the preparation of the Financial Proposal according to the instructions provided in Section 2.

FIN-1      Financial Proposal Submission Form

FIN-2      Summary of Costs

**FORM FIN-1**  
**FINANCIAL PROPOSAL SUBMISSION FORM**

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{Location, Date}

To:

Executive Director, ORMAS,  
SIRD Campus, Unit- VIII,  
Bhubaneswar, 751012, Odisha

Dear Sir,

We, the undersigned, offer to provide the consulting services as IEC agency for DDU GKY to **Odisha Rural Development & Marketing Society (ORMAS)** in accordance with your RFP XXXXX dated XXXXXX and our Technical Proposal.

Our attached Financial Proposal is for the amount of {Indicate the corresponding to the amount(s) {Insert amount(s) in words and figures}, *excluding of GST in accordance with the ITA & Data Sheet*. {Please note that all amounts shall be the same as in Form FIN-2}.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal, i.e. before the date indicated in the Data Sheet. No commissions or gratuities have been or are to be paid by us to agents or any third party relating to this Proposal and Contract execution.

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

We remain,

Yours sincerely,

Authorized Signature {In full and initials}:

Name and Title of Signatory:

In the capacity of:

Address:

E-mail:

**FORM FIN-2 SUMMARY OF COSTS****NB: Evaluation shall be made excluding Tax**

	<b>Cost (in unit rate/lump sum)</b>
	{Agency must state the proposed Costs in accordance with RFP; delete columns which are not used}
<b>Item</b> 1. 2. 3. 4. 5.	     <i>In Rupees</i>
<b>Cost of the Financial Proposal</b>	
<b>Consultancy cost</b>	
<b>A-Total Cost of the Financial Proposal:</b>	
{Should match the amount in Form FIN-1}	
<b>B- GST</b>	
<b><u>Gross Total (A+B)</u></b>	

## **Section 5. Terms of Reference**

### **Media & Branding Agency for Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) placement linked Skill Development training for rural youth in Odisha**

#### **1. Background**

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), is a flagship program of the Ministry of Rural Development (MoRD), Government of India (GoI). The program is aimed at alleviation of rural poverty through career promoting skills and placements through its unique focus under the National Rural Livelihood Mission (NRLM). The key focus area of DDU-GKY are the poor rural youth; the priority it gives to disadvantaged groups such as the SC/ ST / women and minorities and its attention to market-led training programs to ensure employability and its emphasis on partnership based skilling and placement delivery. Odisha Rural development and marketing Society (ORMAS) an autonomous body under Panchayati Raj & Drinking Water Department, Government of Odisha is the State level nodal agency for implementation of DDU-GKY.

DDU-GKY follows a three-tier implementation architecture with the DDU-GKY National Unit (DDU-GKY-NU), MoRD setting policy, providing technical facilitation to states, providing major part of funding for the program, monitoring & evaluation as well as undertaking coordination with key stakeholders in the sector, nationally and internationally; the DDU-GKY State Skill Missions (Primarily under State Project Management Unit of Dept. of RD) as the state level nodal implementation support agency and implementation undertaken in partnership with Project Implementation Agencies (PIAs) – in general private sector agencies, NGOs, government and semi-government agencies with experience in skilling and placement) that serve as the skill imparting and placement partners under the program. NABCONs is the Central Technical Support Agency (CTSA) for DDUGKY in the State of Odisha.

#### **1.1 The key stakeholders of DDU-GKY are:**

Rural youth from poor families in the age group of 18 to 35 years (upper age limit is 45 years in case of Particularly Vulnerable Tribal Groups, widows, freed bonded labourer etc.) are at the centre of the program objectives. The other stakeholders are:

- Families, communities and peer group of rural youth.
- Ministry of Rural Development, GoI as the funding and sponsoring agency Panchayati Raj Department, Government of Odisha
- State Project Management Unit.
- Line Departments involved in skilling.
- Local government bodies at District Level, Block Level and Gram Panchayat level.
- PIAs who are the skilling and placement partners.

- Corporate entities in public and private sector who could be both PIAs for captive skilling and placement as well as potential employers .
- The companies where candidates are placed.
- Migrants Support Center National Skill Development Agency as the apex policy and coordinating agency
- National Skill Development Corporation and other departments of GOI .
- Sector Skill Councils and National Council for Vocational Technical Educations with whom DDU-GKY aligns for its curriculum and certification of trainees, trainers and other assessment.
- Common Service Centers, e-chouplas, NGOs, Media and other agencies / channels that provide outreach for IEC and Branding.

### **Special Projects under DDU-GKY:**

- a. **ROSHNI:** ROSHNI is a special project under umbrella programme of DDU-GKY targeted at training the youth in left-wing extremism affected districts in the country. In Odisha, ROSHNI programme is running across 6 LWE districts viz. Koraput, Malkangiri, Nuapada, Raigara, Gajapati and Kandhamal. Under this, all the projects are residential in nature. Moreover, 10% of the total project cost, over and above the project cost, is solemnly dedicated towards the establishment of centres in the concerned LW Edistricts.
- b. **SAGARMALA:** To implement the skill training based on the need of the industry and youth aspiration, the Ministry of Shipping is collaborating with different Ministries and agencies who have been involved in skills training for a long time. Sagaramala is collaborating with the Ministry of Rural Development's flagship Deen Dayal Upadhyay Grameen KaushalyaYojana (DDU GKY). Representatives of Ministry of Rural Development, Government of India, Ministry of Shipping, Government of India and Odisha Rural Development and Marketing Society (ORMAS), Panchayati Raj Department, Government of Odisha have started with training batches of Sagar Mala DDU GKY convergence project in Bhubaneswar, Odisha. The overarching goal of the Skills and Livelihoods in Sagarmala is to meet the exact skill needs of industries in the port and maritime sector and provide the coastal communities right skills for better opportunities emanating from the large scale impact of Sagarmala projects. It is expected that the close involvement of the coastal communities in Sagarmala will make them contributors, direct & indirect beneficiaries and will ensure inclusive growth of the coastal districts of the country.
- c. ORMAS is into skill development training since 2015 and is leading the DDU-GKY all round implementation the country creating host of best practices. MoRD has prescribed other states to follow the Odisha Model and awarded no.1 in DDU-GKY all round implementation while the Euro India Foundation for Excellence in Paris has

commended this Odisha initiative as “The Best Indian State in Skill Development” ORMAS has a Rating & Grading system for the 86 training partners, presently having around 125 training centres. ORMAS have 2 Mirants Support Centers to look after the skilled labour force employed out side Odisha and also organizes Alumni meets for them at places of employment. Its Placement Cell officials visit and keep track of these young employees also.

## **1.2 Organizational Structure of State Project Management Unit Organogram)**

Principal Secretary, Panchayati Raj Department, Govt. of Odisha would be leading this programme in SPMU, supported by, State Mission Director cum CEO, Odisha Livelihoods Mission,

Executive Director ORMAS, State Project Managers (SPMs), Skill /DDU-GKY and support staff, will monitor and evaluate the programme at state level. At districts/block level, District level authorities and Block Development authorities will monitor wherein the Chief Executive, District Supply and Marketing Society, ORMAS will be heading DPMU.

## **2. Objectives**

To bring the working age population of the state to the economic mainstream, and to harness the demographic dividend, ORMAS has been implementing placement linked training for rural youth under centrally sponsored DDU-GKY skill development programme which aims to skill poor rural youth and arrange suitable jobs having regular monthly wages at or above the minimum wages. It has been targeted to train around 1 lakh rural youth for which around 1.8 lakh rural youth will be mobilized and registered and attend counseling camps at district / block level.

As part of the strategy, in 30 districts of Odisha, massive rural campaign through assessment of communication needs, communication tools such as Posters, Handbill, Hoardings, Standees, Banners, Vehicle Branding, , Newsletters, Booklets, Brochures distribution, Motivational campaign Video/documentary promoted through state level TV Channels, Local Cable Channel, Van operation etc. along with other innovative methods of Rural Marketing duly Field Tested would be organized at village and gram panchayat level in all the districts of the state for generating awareness to achieve attitudinal change amongst the rural youth, their Influencers and the Opinion Makers to undergo skill training to be provided by different project implementing agencies. The list is only indicative. In consultation with ORMAS, the agency may have to use combinations of communication tools and processes as per the needs and requirements of the target audience and the desired impact of the project.

The project also uses befitting communication inputs through proper Soft Skill Training by Master Trainers to motivate and develop required seriousness, improve their aspiration level, broaden their world views. trainers.

ORMAS also having Training of Trainers for 1,000 Master Trainers by Australian Skill Development with international certification. From time to time ORMAS also organises Alumni Meets, Skill Conclaves, Experience Sharing Workshops to attract Training Partners, Employers etc.

Impact Assessment have to be carried out on yearly basis, but there has to be a strict Monitoring & Evaluation mechanism for the dissemination process.

A research based Brand Building Exercise depending on the primary and secondary data, is required to be drawn, as there is need for a social Brand Building at different levels. This has to have a component of half yearly Brand Audit to ascertain that the exercise is in the right direction and generating the desired impact or has to be realigned

The selected agency will cover all the districts, blocks and panchayats for IEC campaign and to source around 1.8 lakh rural youth interested for the said DDU-GKY Skill Development program, 3/6 months residential free of cost training in different trades (inside the state at any location) and placement (mostly outside the state at entry level jobs with minimum wage of the place of work) and register them in Web Based MIS system of ORMAS.

The agency will distribute the application forms (hard copies) and collect the same from the candidates and enter the same to the web based system to register the candidates. After registration the agency should distribute token numbers (registration number) generated from the web base MIS. Around 1.8 lakh youth who have been registered should attend the counseling camp at district / block level as per notified dates by District Authority & ORMAS.

This was in the case of CWES during 2015-16. But now also the organization is responsible to organize the counseling camps in collaboration with district administration at district / block level and directly or indirectly responsible to bring all those registered candidates to the above mentioned counseling camps. All Gram Panchyats will be covered for this program comprising of SC / ST, Minority, PwD (Persons with Disability) candidates proportionate to population. In totality at least 33% of the candidates should be women covering all categories.

The expected deliverables of the technical services will be to provide high quality services to SPMU along with well-established office at state, level through deployment of qualified manpower. The require support staff of the agency will be accommodated in the ORMAS head quarters and will be provided simple office furniture and equipments for providing the required day to day services. The 'Agency' shall provide technical assistance to SPMU for

overall IEC program management of skill development initiatives of SPMU in the state and enabling effective awareness campaign through vivid means in each district / block level for execution of DDU-GKY programme.

The agency shall conceptualize the inter and intra communication needs, formulate strategies, shall develop communication tools and products and formulate the dissemination strategies to establish an effective process of development support communication required for .ORMAS

The agency has to work out a clear setup scope of work pertaining to media engagement and deliver media plan by working with print, electronic, outdoor, folk and social media platform within the stipulated timeframe.

### **3. Key Tasks and Responsibilities – Scope of Work:**

The following summary of scope of work has been envisaged under the assignment:

#### **A. COMMUNICATION SUPPORT**

##### **a. Formulation of Communication Strategy**

- Assess the Communication Need of ORMAS for the said skill development program Accordingly develop the suitable Communication Strategy and Plan specifying the path for optimum utilization of interpersonal, print and electronic medium. and share the same through a Sharing Workshop.

##### **b. Development of Communication tools and products**

- Provide technical assistance to ORMAS and its partners in planning and implementing Behaviour Change Communication initiatives .
- Design & generate a bi-lingual monthly Bulletin for Pan India circulation, covering best practices, progress and achievements of ORMAS under DDU GKY program in Odisha. Communicate with various stakeholders of the programme such as SRLM's, MoRD, NIRD, PIA's, Grassroots level organization etc. Organize an effective circulation mechanism for the same.
- Develop a set of IEC materials and content development for (handbill, poster, Boucher, hording,booklet, background papers for workshop, standee, flex backdrop, manuals, TV spots, jingles, TV report, wall painting, vehicle branding, street play etc) and have provision for one time correction may be after sharing with experts and/or pre-testing of the communication tool.
- Provide design and inputs and share/ disseminate IEC materials (handbill, poster, Boucher, hording, standee, banner, workshop/seminar backdrop, vehicle branding, street play and have provision for one time correction.

- Help organize sharing conference/workshop for presentation of brand building exercise and get it revised when ever required.
- Coordinate and supervise the process of development support communication and brand building.
- Conduct brand building exercises and develops outreach products to this effect like newsletter, publications calendars, diaries, etc.
- Develop quality document through photography & videography, success stories, case studies on mobilization, placement at the grass root level.
- Coverage of related Events, conference and Migrants Support Center activities.
- The agency shall position a full time professional of higher competency in ORMAS as link person and a Back Office team to perform the tasks and deliverables.

**B. Develop Monitoring Framework including its indicators and impact of the communication initiatives.**

Formulate a **media plan** and undertake a half yearly **media audit**.

Undertake **Media Management** with print, online and electric media houses to strengthen brand value as well as publicize the activities.. Enhance ORMAS visibility and reach through unexplored channel of **Social Media**.

Co-ordinate Print and electronic media groups for Cover stories, Press Releases for ORMAS programs, events and occasions.

Organize Press Meets and support Media events, as required (all extras like photography, video coverage, extra dossiers and big event management at actual).

Undertake **Media Tracking** of published news and features related to DDU-GKY program implementation of ORMAS and provide monthly report on the same and also formulate “damage control exercise” whenever required.

Co-ordinate, supervise and monitor content generation, face book, twitter postings and uploading of ORMAS Website

## B. BRAND BUILDING

### 4. KEY DELIVERABLES or OUTPUTS

The following shall be the key deliverables and outputs. The agency shall submit monthly / quarterly reports on the following areas.

<b>Deliverables</b>	<p><b>4.1 Communication Need Assessment &amp; Communication Strategy Planning</b></p> <ul style="list-style-type: none"> <li>• Assess the Communication Need of the DDU-GKY Skill Development program run by ORMAS and its partner agencies, form the Communication Strategies along with the Media Plans and share the same through a Sharing Workshop. .</li> </ul>
<b>Outputs</b>	<p>a) Identify the communication needs (report based on survey) by intracting with various stakeholders</p>
	<p>b)Based on the communication need report, develop Communication Strategies and a half yearly Media Plan</p>

<b>Timelines</b>	30 days from signing the contract and receiving the advance
<b>Deliverables</b>	<b>4.2 Develop IEC Materials ( content development, designing, printing):</b> a) Generate concept, generate contents and the develop IEC materials for (handbill, poster, Boucher, hording, booklet, background papers for workshop, flex standee, flex backdrop, manuals, TV spots, jingles, TV report, wall painting, vehicle branding, street play etc) and have provision for correction
<b>Outputs</b>	a. Content development & designing of the each of the IEC materials b. Produce at least 10 features on skill development activities of ORMAS in different print media platform particularly in leading National and local newspapers and TV channels or Radio platform on a staggered manner across four quarters in a year.
<b>Timelines</b>	30 days
<b>Deliverables</b>	<b>4.3 Graphics/Production Design:</b> a) Provide design and inputs for sharing/ dissemination of IEC materials (handbills, posters, brochures, hoardings, standees, banners, Stage backdrops for Workshops/Seminars/Street Plays, vehicle branding, with provision for correction or polishing when ever required after sharing with experts/target audience sample. .
<b>Outputs</b>	a) Final graphic designs of the IEC materials b) Design and put hoardings on DDUGKY activities in 30districts and 107 intensive blocks
<b>Timelines</b>	As per the requirements but latest within 10 days from the date of finalization of the concept.
<b>Deliverables</b>	<b>4.4 Bi-monthly Bulletin:</b> for Pan India circulation, covering best practices, progress and achievements of ORMAS, PIAs and stake holders under DDU GKY in Odisha. Communicate with various stakeholders of the programme such as SRLM's, MoRD, NIRD, PIA's, Grassroots level organization etc. Organize an effective circulation method for the same a) <ul style="list-style-type: none"> <li>• Collection of briefs from the designated official/committee</li> <li>• Collect, Select, Generate and Share contents and related High Resolution Photographs, illustration etc.</li> <li>• Grid Design and share Graphic Designs.</li> <li>• Share finalized draft copy for approval</li> <li>• Print the final approved version with supervision</li> <li>• Circulate the copies as per the finalized mailing list and submit the dispatch details for reimbursement of the reimbursement of the postal/courier charges.</li> </ul>
<b>Outputs</b>	a. Bi-monthly bulletin in 4nos A/4 pages,4 colour Offset printed

	b. Data collection, Content development, Editing, Graphic designing, Publication and Circulation of Bi-monthly Bulletin- 6 no's
<b>Timelines</b>	First edition 45 days and 30 days for the rest 5
<b>Deliverables</b>	<b>4.5 Photography, Videography and Event coverage -</b> 1) Develop quality Visual document through high resolution still photography & broadcast quality HD Videography of grass root as well as state level activities to generate , success stories, innovation, case studies,, placement news etc. 2) Coverage of Event, Conference, Workshop, Counseling camp, job fair and Migraents Support Center activities etc
<b>Outputs</b>	a) Make a branding film of ORMAS - 15 minutes ( full HD) b) Develop and design photo features c) Document 30 success stories/case studies/ anecdotes on various activities relating to skill development of ORMAS d) Design annual communication material like diaries, corporate note books, organizers, calendars, integrated card, pen drive etc.
<b>Timelines</b>	Continuous
<b>Deliverables</b>	<b>4.6 Knowledge Management: Virtual Resource Centre &amp; Management of the same</b> a) Establish virtual Resource Centre in the web accessible for stakeholders and partners of skill development b) ORMAS Website to be made bi-lingual with DDU-GKY part broadened
<b>Outputs</b>	a) <b>Share initial plan &amp; design</b> for the Virtual Resource Centre & ORMAS web site possibly through a Sharing Workshop. <b>Demonstrate working</b> of the Resource Centre b) <b>Update</b> the Resource Centre& web site from time to time c) "Odisha DDU-GKY Alumni Website": Content generation, and up gradation, maintenance of the website .
<b>Timelines</b>	Continuous
<b>Deliverables</b>	<b>4.7 Documentation &amp; Brand Building:</b> 1) <b>Dipstick Survey</b> to assess the present position of the brand DDU-GKY and ORMAS 2) <b>Brand Audit:</b> every half yearly(may be done by the Communication Research people) 3)
<b>Outputs</b>	a) <b>Status Report</b> on DDU-GKY & ORMAS brand b) <b>Brand Building Exercise:</b> Implementation Plans & Programs. c) <b>Quarterly Progress Report</b> d) <b>Brand Audit Report</b>
<b>Timelines</b>	Continuous

<b>Deliverables</b>	<b>4.8 Rural Campaigns :</b> IEC Campaign for the impact of rural promotion through playing jingles, Social marketing initiatives like Inter-personal Communication activities in Kiosks, Road Shows, Video Van operation, to popularize needs and benefits of Skill Development in Hats, Melas and similar rural congregation of ORMAS Target Audience.
<b>Outputs</b>	a) Covered villages & panchyates for outreach programmes / inter-personal communication campaigns b)
<b>Timelines</b>	As and when required
<b>Deliverables</b>	<b>4.9 Other Support Activities: Research, Survey, Monitoring, Evaluation:</b> 1) Develop monitoring framework including its indicators ( for pre-assessment & post assessment) 2) Undertake monitoring of the dissemination process 3) Impact Assessment: Design Impact Assessment plan, undertake the Impact Assessment of the Brand Building exercise, IEC activities 4) Analyze the data and share interim evaluation report with half yearly Impact Assessment report indicating corrective measures.
<b>Outputs</b>	a) Base line evaluation report b) Analyze the data and share interim evaluation report on half yearly Impact Assessment report indicating corrective measures. c) End term evaluation report
<b>Timelines</b>	Continuous
<b>Deliverables</b>	<b>4.8 :MEDIA &amp; SERVICES BUYING:</b> a) In Electronic Media channels like private Radio Station, Satellite TV Channels inside and out of the state, Cable channels the Agency needs to negotiate with such suppliers of Commercial Time for information dissemination and publicity through Ad Spots, Jingles, Success Stories, TV Reports and get most competitive rates and benefits like Bonus Spots, Promotions and benefits like coverage of DDU-GKY activities and happenings. b) Offer ORMAS the competitive rates for suitable out door sites for Hoardings, Wall Paintings while undertaking the maintenance and contracted life span. . c) Offer ORMAS the cost effective and competitive rates for suitable and efficient Audio Visual Vans for rural promotions while undertaking the audience mobilization and quality of promotion. d) Offer ORMAS good rates for suitable and efficient Street Play teams for promotion in Villages, Hats and Melas while undertaking the Presentation, Audience Mobilization and quality promotion. e) Offer ORMAS hiring rates for services of Lead Researcher capable of leading a research

RFP for Selection of Technical Support Agency under DDUGKY, ORMAS

	<p>study and Research Asst for and research study for ORMAS. To ensure quality delivery, the Agency is required to organize Orientation Workshop with the valued Suppliers/Vendors.</p> <p>e) Offer cost effective rates for quality Printing of single and four colour Offset printing, Flex Printing at the state hq as well as at the district level</p> <p>f) Offer cost effective rates for quality Still Photography &amp; Videography rates for visual documentation of events and stories at the state hq as well as at the district level</p> <p>g) Offer cost effective rates for quality services for Tenting and other related arrangements for events at the state HQs as well as at the district level</p>
<b>Outputs</b>	Rate contracts with different Suppliers/Vendors
<b>Timelines</b>	Within 1 <sup>st</sup> fortnight of Agency starting the assignment

## Format For IEC Material Production and Dissemination.

Sl	Items	Unit	Rate	Quantity	Rate
<b>A</b>	<b>Communication Need Assessment &amp; Communication Strategy Planning</b>				
a	<b>Communication Need Assessment-</b> Assessment of communication need based on baseline survey of various stakeholders and target beneficiaries at least 1000 rural youth and family in one or 2/3 villages	Lump sum		1 Package	
1	Hoardings – (10 ft X 12 ft each) - Printing and installation with flex in iron frame and bamboo at different place in Odisha In District Head Quarters and Other Important places	Per Sqr ft		20 pcs.	
2	Wall Painting in 10x6 walls in Block/District level and other places in the entire state. ( Minimum 3 places in one town/village)	per Sqr. Ft		500 location	
3	Road Standee-(3ft X6ft each)	per Sqrft		500 pcs.	
4	Auto rickshaw branding through sticking of 3X2ft size of Eco Solvent flex	Unit price		500 pc	
5	Bulk SMS (Only bulk message from 50 thousand to 1 lakh)	per SMS		50000 nos	
6	For electronic media like FM Radio/TV rates shall be as per I &PR rate Kindly quote your concession/discount amount in this category. For example agency may provide 5 to 15 percent of concession.	per spot		Per spot	
<b>B</b>	<b>Documentation ( Photography &amp; Videography)</b>				
1	Video Documentation of 10 Minutes	per event		1 package	
3	Still Photography of 4" X 6' size @ 2 Pcs. of each snap	Per snap		200	
4	L.C.D Projector along with operator, (event with (4) LCD at four location)	Per event		4	
5	C.C. Camera / TV along with operator with twenty (20) CC camera)	Per event		20	
6	Plasma TV (50" size)( For the entire event with one (1) Plasma TV)	Once		1	
<b>C</b>	<b>Printing Works</b>				
1	Identity Card with cover and neck cord	per pcs		1000	
2	Invitation Card with Envelop	per pcs		500	
3	Certificate A4 Size in 220 GSM color printing	per pcs		500	
5	Stickers in A3 Paper Size	per pcs		500	
6	Printing of Posters in Double Demy Size	Per Pcs		5000	
7	Printing of Cloth banners in 6x3 size and 10x 4 size	Per unit		500	
8	Leaflets of A4 size	Per piece		20000	
9	Leaflets of A5 (5.8 x 8.3 inch)	Per piece		20000	
10	Identification of training centre location	per event		10	
11	Guideline of DDU-GKY: Appx 80 pages	per book		50	
12	Bags of jute/cloth with DDU-GKY logo	Per unit		1000	
13	Caps with DDU-GKY and Skilled in Odisha Logo	Per unit		1000	
14	T-Shirts with printing of logo in the front and back	Per unit		1000	
15	Sun Board Print per square ft size	Sqr ft		100	
16	Small Color Booklet 1/8 size book of 24 pages with 300 gsm cover	Per unit		1000	
17	Standard Operating Procedure: Approximate 400 pages all color	One Book		10	
18	Auto Miking in various block/ small towns of Odisha per 8 hour.	Per day		Per month	
19	Organising Press Conference for print/electronic media of 10 and 10 each members followed by news clips submission	Per one event			
20	Video Van with led Large TV for display of visual content to villagers	Per van/ for one day		Per van 30 days	
	Printing of notebook with logo of ORMAS in each book. 200 page bi-color and 40 pages color printing. Cover shall be 300 GMS.	One set		500 nos	
Grand Total Cost					

**Format For Bank Guarantee**

**BG should be obtained from Nationalised/Scheduled Commercial Ban**

Date:

**BANK GUARANTEE**

Name of Bank:

To

The Odisha Rural Development And Marketing  
Society, Bhubaneswar

Dear Sir,

Guarantee No \_\_\_\_\_  
Amount of Guarantee Rs \_\_\_\_\_/-  
(Rupees \_\_\_\_\_) only. Guarantee cover  
from \_\_\_\_\_ to \_\_\_\_\_  
Guarantee remain full force \_\_\_\_\_  
Last date for lodgment of claim:..... (Two months from Date of Expiry)

This Deed of guarantee executed by (Bank Name \_\_\_\_\_  
constituted under the Banking companies (**Acquisition & Transfer of Undertaking**) Act  
\_\_\_\_\_ having its registered office \_\_\_\_\_ and amongst other places, a  
branch at ..... (herein after referred to as the bank) in favor of the Odisha Rural  
Development And Marketing Society, **Bhubaneswar** (hereinafter referred to as ORMAS, the  
beneficiary.) for an amount not exceeding Rs \_\_\_\_\_ / \_ (Rupees \_\_\_\_\_ only at  
the request of **M/s** \_\_\_\_\_ (hereafter referred to as the IEC Agency).

This guarantee is issued subject to the condition that the liability of the bank under this  
guarantee is limited to maximum of Rs. \_\_\_\_\_ /- (Rupees \_\_\_\_\_)  
only and the guarantee shall remain in full force from \_\_\_\_\_ to \_\_\_\_\_ (date of expiry)  
with further claim period of two months and cannot be invoked otherwise than by written demand or  
claim under this guarantee served on the bank at our \_\_\_\_\_ branch at Bhubaneswar on or before  
..... (Last date of lodgment of claim) by the ORMAS, **Bhubaneswar** in  
writing.

For (Bank) Seal Branch Manager

**SUBJECT TO AS AFORESAID** Branch

(Main guarantee matter may be typed hereafter)

BG

No:.....

Date.....

Amount.....

Valid period from..... to \_\_\_\_\_

Claim period up to .....

**BANK GUARANTEE**

The Odisha Rural Development And Marketing Society, BBSR (hereinafter called as the ORMAS) has agreed to accept from M/s .....at .....  
PO ..... PS .....  
District....., State ....., (hereinafter called as Technical Support Agency) a bank guarantee for Rs..... (Rupees .....  
.....) only for the period from ..... to .....  
..... with a further claim period of two months & last date of lodgment of claim within  
..... towards Performance Guarantee in connection with  
..... Work Order/ Contract/ PO/ Tender no. & date.

We ..... (Bank) ..... branch, do hereby undertake to indemnify and keep indemnified "ORMAS" to the extent of Rs. .... (Rupees ..... only) for the period from ..... to .. with the last date of lodgment of claim within .....

We ..... (Bank) ..... branch, further agree that if a demand is made by the ORMAS, have no right to decline to cash the same for any reason whatsoever. The fact that there is a dispute between the said Technical Support Agency and the ORMAS is no ground for us to decline to honour invocation the Bank Guarantee and such invocation is a sufficient reason for the ORMAS to enforce the bank guarantee unconditionally without any reference to the said Technical Support Agency, within 48 hours excluding holidays.

We ..... (Name of the Bank & Branch) ..... branch, further agree that a mere demand by the ORMAS is sufficient for us ..... (Bank Name),..... Branch at Bhubaneswar, to pay the amount covered by the bank guarantee without reference to the said Technical Support Agency and any protest by the said Technical Support Agency cannot be valid ground for us, ..... Bank ..... Branch, to decline payment to the ORMAS.

We ..... the bank, undertake to pay to the ORMAS any money so demanded notwithstanding any dispute or disputes raised by the said Technical Support Agency in any suit or proceedings pending before any court or tribunal relating thereto as our liability under this present being absolute and unequivocal.

If notice of demand is served on the Bank and for this purpose it shall be deemed sufficient if such notice is served on our branch at ....., Bhubaneswar, by the ORMAS before the last date of lodgment of claim under this guarantee, then not withstanding anything to the contrary herein contained, the liability of the Bank under this guarantee shall be enforceable as due to us.

BG No.....  
Date.....  
Amount.....  
Valid period from..... to .....  
Claim period upto .....

We ..... the bank further agree that the ORMAS shall have fullest liberty, without our consent and without affecting in any manner our obligation hereunder to vary any of the terms and conditions of the agreement/ work order/ contract/ order etc. or to extend time of performance by the said IEC Agency from time or to postpone for any time or from time to time any of the powers exercisable by the ORMAS against the said IEC Agency and to forbear or enforce any of the terms and conditions relating to the order and shall not be relieved from our liability by reason of any such variation or extension being granted to the said IEC Agency or for any forbearance, act or omission on the part of the ORMAS or any indulgence by the ORMAS to the said IEC Agency.

We ..... (Name of the Bank & specify branch name) .....  
..... branch, lastly undertake not to revoke this guarantee during its currency except with  
the previous consent of the ORMAS in writing.

Notwithstanding anything contained herein above:

1. All claims under this guarantee must be presented to ..... (name of the bank)  
..... (Branch), Bhubaneswar (Odisha).
2. Our liability under this Bank Guarantee shall not exceed Rs. .... (Rupees. ....  
.....) only.
3. This guarantee will not get discharged due to change in the constitution in the bank or the said IEC Agency.
4. This bank guarantee shall remain valid upto ..... (date of expiry) with additional  
claim period of two months and claim under this guarantee can be served on or before  
..... (last date of lodgment of claim).
5. We are liable to pay the guaranteed amount or any part thereof under this Bank Guarantee only and only if  
ORMAS serves a written claim of demand on the bank at our ..... Branch at Bhubaneswar on or  
before ..... (last date of lodgment of claim).
6. We declare that this Bank Guarantee is not tainted with fraud and is furnished in the written request of the IEC  
Agency.

Signature:

Name:

Address:

For & on behalf of

(Seal)

Signed and delivered this on.....

**End of the Document**

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