

Expression of Interest

For

**Hiring of Individual Consultant
For Design Development of IEC & Publicity Materials of ORMAS**

ORMAS

**Odisha Rural Development and Marketing Society
Panchayati Raj & DW Department, Government Of Odisha
SIRD&PR Campus, Unit-VIII, Bhubaneswar-751012**

1. Introduction:

Odisha Rural Development and Marketing Society (ORMAS), an autonomous body under Panchayati Raj & Drinking Water Department Government of Odisha. Formed under Societies Registration Act, 1860, It works on rural development, women's empowerment, livelihood activities, rural marketing. ORMAS have been successfully operating since 25+ years in creating different marketing channels for the micro enterprises, rural producers to develop sustainable livelihood through adopting appropriate rural technology, product development & diversification with accepted designs, packaging, certification, branding activities etc.

Objectives of ORMAS are as follows:

- ORMAS is involved in both backward & forward linkage, an array of activities relating to *marketing* at the state level for identified rural products (Agri / Horti - based, NTF) in different clusters of Odisha. Identification of Activity cluster for production, Value Addition, Proper Packaging of the rural products.
- Product diversification & value addition, certifying & branding of products etc. Supporting rural producers in improving their product quality by introducing appropriate technology.
- Facilitating bulk purchase of rural produces by establishing institutional / corporate tie-ups. Retail outlets, Government Organizations for marketing tie-up. Sales channel for identified rural products
- Organizing exhibitions at National, State and District levels for display and sale of rural products.

2. Background:

To create a better visibility, brand identity of ORMAS in various Livelihoods, Marketing & Skill Development activities, there is a need for hiring of Consultant for Design Development. He has to do creative designs for Packaging, Branding, labeling of the new product, IEC Material Dev.- Brochure, Catalogues, Leaflets, Annual Report, Flex Design works for National & State Level Marketing and Skill Development events of ORMAS. Therefore, it has been planned to hire Consultant for Design Development in terms with the condition that the Consultant has to closely work with Joint & Dy. CEO (all Section), ORMAS and Communication Unit of ORMAS.

3. Objectives:

- To Provide Professional Design Development Services.
- To bring the better visibility on various activities undertaken by ORMAS.

4. Scope of Work:

- a. Design Development for New Product Development (Packaging, Branding, Labeling) of ORMAS.
- b. Design Development for various IEC Material like Leaflets, Brochure, Catalogue, Banners, Posters, Hoardings, Display Materials including Wall/Tin Board Writing and Annual Report) of ORMAS.

- c. Flex Design Development for various Seminar & Workshop of ORMAS
- d. Success Story Booklet Development of ORMAS.
- e. Design & Concept Development for Short Documentary Film on various activities, process documentation and success stories of ORMAS. Design Development on various promotional Materials (Gate, Stage, Coordination Cell, Facia, Hoardings, Road Standees, Auto Back, TV Adv., Radio Jingle, Invitation Card, Badges and Certificates) for National & State Level Exhibition to be organized by ORMAS. To work closely with All Joint CEO/ Dy. CEO, ORMAS & Communication Unit of ORMAS
- f. Designer should report to Joint CEO (Marketing)

5. Eligibility Criteria:

- a. Qualification - Master Degree in Visual Art from reputed Institute / University, recognized by the Government.
- b. The age limit is 45 years as on 30.09.2019.
- c. CV & Detail works done by the Visualizer to be submitted as format attached at **Annexure-B**
- d. The Consultant should have minimum 10 years of work experience in Graphic design development works for National & Sate Level Event, Seminar & Workshop, Product Development, Advertisement & publicity Work, Advt. film Dev. and Documentation film Dev.
- e. **Following document to be submitted :**
 - a. Photo copy of the Educational Certificate
 - b. Photo copy of the PAN
 - c. Photo copy of the GSTIN Certificate.
 - d. List of the work done / Experience.
 - e. Proof Work done (Completion Certificate & Photographs of the design) for International/ National/ State Level Event, Seminar & Workshop, Product Development, Advertisement & publicity Work, Advt. film Dev. and Documentation film development to be submitted.

6. Schedule of Invitation:

- Date & Time of publishing of Eol: 3rd October 2019
- Last Date & Time for submission of the Eol: 16th October 2019 (1 PM)
- Date & Time for opening of Eol: 16th October 2019 (3:30 PM)

7. Contract Period:

The Contact will be for a period of 12 Months. The contract may be extendable further subject to satisfactory performance by the Consultant and need of the ORMAS. The Contract may be terminated at any time without assigning any reason thereof. A

notice period of one month has to be served by the Consultant in case he/she wants to terminate the contract.

8. Consultancy Fee:

Consultancy fee will be paid on basis approved quoted fee for each assignment as mentioned in the price bid.

9. Reporting & Review:

The Consultant will report to Joint CEO (Marketing), ORMAS. The Authority shall review the deliverables as well as the invoice against the assignment on monthly basis. The payment shall be made on monthly basis accordingly.

10. Bid Price

- a. The Quotation shall be for the full quantity as described above. Corrections, if any, shall be made by crossing out, initialing, dating and re writing.
- b. All duties, taxes and other levies payable by the Consultant under the quotation shall be included in the total price.
- c. The rates quoted by the Consultant shall be fixed for the assignment and shall not be subject to adjustment on any account.
- d. Rate should be quoted as per the format given at price bid placed at **Annexure-A**.
- e. The prices should be quoted in Indian Rupees only.

11. Submission of EoI:

Consultant/ Designer must submit their proposal through **Registered Post / Speed Post / Courier and Dropped in the Tender Box** only to the specified address on or before the last date and time for submission of proposals as mentioned above. The Client will not be responsible for postal delay / any consequence in receiving of the proposal. Any Proposal received after the deadline will be out rightly rejected.

Address:

**Chief Executive Officer
ORMAS, PR & DW Department
SIRD Campus, Unit-VIII, Bhubaneswar-751012**

12. Evaluation of Quotations

- a. The Purchaser will evaluate and compare the quotations determined to be substantially responsive i.e. which
 1. are properly signed ; and
 2. Conform to the terms and conditions, and specifications.
 3. Filled in Indian Currency
 4. Price Bid

- b. The price evaluation shall be made putting together the entire item. The lowest price will be determined summing up all the items. The bid shall be rejected if found blank against any of the item.

13. Other Terms & Conditions

- a. The Consultant has to work for any design development works, as required for the ORMAS Head Office & District Office in the same approved rate.
- b. The Authority will award the contract to the Consultant/Designer whose quotation has been determined to be substantially responsive and who has offered the lowest evaluated quotation price.
- c. Notwithstanding the above, the Authority reserves the right to accept or reject any bid and to cancel the bidding process and reject all quotations at any time prior to the award of contract.
- d. Payment shall be made immediately after submission of the design both (Hard & Soft Copy) along with invoice.
- e. Consultant has to submit 2/3 variety of design on each assignment and ORMAS will finalize the suitable design.
- f. Consultant has to do the necessary changes in the design as per the instruction of ORMAS till finalization.
- g. All the desired works should be completed and handed over to the ORMAS before sufficient time for execution.
- h. The professional fee offered by the Consultant shall be inclusive of GST & Other Taxes.**
- i. The Consultant shall quote their professional fee for all the items without leaving blank. If found so, the bid will be treated as non-responsive and rejected.
- j. The authority is not bound to accept the lowest tender and reserves the right to reject any or all tenders without assigning any reasons thereof.
- k. The Consultant should be prepared to provide additional design in case of requirement at the market price for the items not mentioned in the tender.
- l. The Consultant has to quote the rate as per the given format.
- m. Non-submission of any document required indicated in the Eligibility conditions will render the Bid to be rejected.
- n. The authority shall reserves the right to terminate the contract at any point of time due to unsatisfactory performance.**

14. Legal Jurisdiction:

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

15. Anti-corruption Measure:

- a. Any effort by Consultant to influence the Client in the evaluation and ranking of financial proposals, and recommendation for award of contract, will result in the rejection of the proposal.
- b. A recommendation for award of Contract shall be rejected if it is determined that the recommended Consultant has directly, or through an agent, engaged in

corrupt, fraudulent, collusive, or coercive practices in competing for the contract in question. In such cases, the Client shall blacklist the Consultant either indefinitely or for a stated period of time, disqualifying it from participating in any related bidding process for the said period.

16. Penalty:

The schedule given for delivery is to be strictly adhered to in view of the strict time schedule. Any unjustified and unacceptable delay in delivery shall render the Consultant liable for liquidated damages and thereafter the Client holds the option for cancellation of the contract for pending activities and completes the same from any other Consultant. The Client shall fix suitable penalty in full or part from the payment against the assignment on the gravity of the lapses.

17. Performance Security:-

Upon selection, the consultant shall furnish to the client, a performance security for an amount equal to 5% (five percent) of the total value of the contract. The Performance Security will be in the form of an unconditional, irrevocable and on-demand bank guarantee issued in favour of the Client as per the format at Annexure-C.

18. Client's right to accept any proposal, and to reject any or all proposal/s

The Client reserves the right to accept or reject any proposal, and to annul or amend the bidding / selection / evaluation process and reject all proposals at any time prior to award of contract award, without assigning any reason there of and thereby incurring any liability to the Consultant. Misrepresentation/improper response/ by the Consultant/ Designer may lead to the disqualification of the bid.

19. The Applicants are requested to fill up their information in the prescribed format attached with the ToR and submit along with resume and Cover letter to the below address.

**Chief Executive Officer
ORMAS, PR & DW Department
SIRD Campus, Unit-VIII, Bhubaneswar-751012.**

DECLARATION

I/We hereby declare that all the statement(s) made in this application are true, complete and correct to the best of my knowledge and belief. I understand that in the event of any information being found false or incorrect or any other figure inflated or misleading at any stage or I am/ we are not satisfying the eligibility criteria prescribed in the relative advertisement of my tender is liable to be cancelled. I am/ we are willing to abide by the terms and conditions laid by ORMAS. In case of any lapse on my/our part which may affect the performance of the job or the quality of the work is found substandard or the service or response is found poor, penalty may be imposed from my bills as deemed to be proper by the competent authority.

Signature of the Consultant with seal

Place:

Date:

PRICE BID FORMAT
for Design Development Publicity & IEC Materials of ORMAS

To

The CEO,
ORMAS, Bhubaneswar

Sir,

I / We do hereby submit item wise price bid below for various design development works of ORMAS. *(Consultant/ Designer has to submit 2/3 variety of design on each assignment and ORMAS will finalized the suitable design.)*

Sl.	Items (Specification)	Unit	Rate per Unit [In Rs.] including GST
1	Concept/ Theme Design & Development	Rate per concept/ Theme/event	
2	Product Development (Packaging & Branding)		
A	Product Labeling (sticker- one side)	Rate Per label	
B	Design of Poly Pouch (both side)	Rate per Pouch	
C	Product Tag	Rate per Tag	
3	IEC Material Dev. [Glossy & mat lamination with muti colour design]		
A	Leaflets (A4 size- multi colour)	Rate per page	
B	Brochure (A4 size- multi colour)	Rate per page	
C	Product Catalogue (A4 size- multi colour)	Rate per Page/ fold	
D	Dangler-Multi colour	Rate per page	
E	Annual Report- (A4 size- multi colour)	Rate per page	
F	Success Story Booklet- (A 4 Size multi colour)	Rate per page	
G	Annual Wall Calendar (Demy Size- Multi colour)	Rate per page	
H	Table Calendar (1/8 Size multi colour)	Rate per page	
I	Dairy		
4	Advertisement & Publicity Flex Design in Multi colours		
A	Hoarding [10 ft X 12 ft]	Rate per design	
B	Road Standee [5 X 3 ft]	Rate per design	
C	Auto Back [3 X 2]	Rate per design	
D	Welcome Standees [6 X 3 ft]	Rate per design	
E	Flex banner [6 x4 ft]	Rate per design	
5	National & State Level Exhibition / Event– Flex Design in Multi colours		
A	Layout Plan/ Structural Design [Detail Design & Plan]	Rate per design	
B	Stage Backdrop [20 X 10 ft]	Rate per design	
C	Coordination Cell [40 X 40 ft for all 4 wall]	Rate per design	
D	Gate (Box Gate- Flex)	Rate per design	
E	Running Stall Facia [20 X 4 ft]	Rate per design	
F	Invitation Card- (A4 & A 3 multi colour both side)	Rate per page	

G	Badges	Rate per badges	
H	Certificates	Rate per page	
I	Flex Banners	Rate per design	
I	Letter Pad - A 4 Size	Rate per design/page	
J	Theme Stall- 3 side wall	Rate per design	
K	Demo Pavilion	Rate per design	
6	National & State Level Exhibition-3D Design		
A	Stage Craft - Backdrop	Rate per design	
B	Coordination Cell	Rate per design	
C	Gate	Rate per design	
D	Demo Pavilion	Rate per design	
7	Radio Jingle Development		
A	Radio Jingle [10 sec- both male & Female voice]	Rate per jingle	
B	Radio Jingle [30 sec both male & Female voice]	Rate per jingle	
8	Ad Film Development		
A	Ad Film Dev. for TV along with creative animation and voiceover [10 sec.]	Rate per film	
B	Ad Film Dev. for TV along with creative animation and voice over [30 sec.]	Rate per film	
9	Documentary Film Development		
A	Documentary Film Dev. [Along with 5D Camera – 10 minute]	Rate per film	
B	Documentary Film Dev. [Along with 5D Camera – 30 minute]	Rate per	
10	Report designing [A4 Size in multi colour]		
A	Cover page	Rate per page	
B	Inner page	Rate per page	
	Total Professional Fee (Sl 1 to 10)		Rs.

We agree to provide the above service in accordance with the technical specifications for a total professional fee of Rs. (amount in figures) [Rs.(amount in words)] Including GST within the period specified in the Invitation for Bids. We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in bribery.

Signature of bidder with seal

ORMAS

Odisha Rural Development and Marketing Society

Panchayati Raj & Drinking Water Department, Government of Odisha

Application for Design Consultant

1. Name of the Applicants :
2. Father's Name :
3. Age as on (31.08.2019) :
4. Highest Qualification :
5. Permanent Address :

(Affix a recent
passport size
photograph)

6. Address for Communication :

7. Telephone No :

Mobile No:

8. Email Address :

9. Educational Qualification :

Sl.No	Qualification/ Degree	Institute/ University	Year of Passing

10. Work Experience:

Sl.No	Name of Organization	No of Years of Experience	Place of Posting (National/State /District/Block level)	Description of Event/ Design work done

11. GST No. and Validity:

I hereby declare that the information furnished above are true and correct to the best of my knowledge.

Date:

Place:

Signature of Applicant

FORMAT OF MODEL BANK GURANTEE FORMAT FOR PERFORMANCE SECURITY

To,
**The Chief Executive Officer,
Odisha Rural Development & Marketing Society,
Bhubaneswar, Odisha.**

WHEREAS.....(name and address of the consultant)
(hereinafter called 'the Consultant') has undertaken, in pursuance of contract no.
dated..... submitted its proposal dated..... in response to the RFP notice with no
.....dt..... to take up the design development work of ORMAS (herein after called "the
contract").

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

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

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

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

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

This gurantee will remain in valid for until theday of

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

.....
Name and designation of the Officer

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