



Notice No.- 3557

Date:- 15/12/2021

CORRIGENDUM to RFP Notice No. 3278 dtd. 26.11.2021

Selection of Technical Support Agency (TSA) to provide forward linkage support system in the promotion & marketing of Women SHG made products for the Department of Mission Shakti, Govt. of Odisha

In pursuance to the RFP No. 3278 dtd. 26/11/2021, the following modifications have been made. The detailed clarifications to the queries raised by the bidders during the Pre-Proposal Conference held on 07/12/2021 have been given at Annexure-1.

Sl. No.	Page No.	Section No.	Headings	Original Clause	Modifications / Amendments Recommended
1.	11	2	Eligibility Criteria	The bidder must be registered with GST, EPF, PAN and up-to-date IT return for three years (FY 2018-19, 2019-20, 2020-21) Proof Documents - GST Registration Certificate- EPF Registration Certificate with number, PAN copy, IT Return for last 3 Years as on 31.03.2021	EPF registration is mandatory. However it can be taken afterwards before signing the agreement.
2.	11	2	Eligibility Criteria	The Bidder should have at least 10 years of experience in marketing of artisan/SHG made products such as handloom, handicrafts, food items, household supplies etc. in different platforms.	The Bidder should have at least 10 years of experience in marketing of artisan/SHG/PG/FPO made Farm and Non-Farm products such as handloom/handicrafts/ food items/Food Grains/Pulses/spices & condiments/ household supplies etc. in different platforms.
3.	17	2	Technical Evaluation	The Bidder should have at least 10 years of experience in marketing of artisan/SHG made products such as handloom, handicrafts, food items, household supplies etc. in different platforms. Each relevant experience shall carry 3 marks for each year.	The Bidder should have at least 10 years of experience in marketing of artisan/SHG/PG/FPO made Farm and Non-Farm products such as handloom/handicrafts/ food items/Food Grains/Pulses/spices & condiments/ household supplies etc. in different platforms. Each relevant experience shall carry 3 marks for each year.



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

ORMAS
BHUBANESWAR

4.	17	2	Technical Evaluation	<p>The bidders may be invited for a Power Point presentation in front of the committee to be formed by ORMAS to evaluate the presentation. Presentation should highlight;</p> <ol style="list-style-type: none">1. One Best practice in past for Value Chain Development & Forward Linkages & Inventory management.2. Review mechanism for completion of key deliverables as per the time line fixed.3. Models to secure and retain professionals4. One model (methodology) to be adopted in this project for marketing & value chain development of Producer's Companies.	<p>The PC will deal with multiple products; both Farm and Non-Farm. The agency is free to choose any one or more than one of the following products and prepare the presentation on the Value Chain Development & Forward Linkages & Inventory management;</p> <ol style="list-style-type: none">1. Sabai grass, 2. Terracotta, 3. Handloom (Ikat), 4. Dhokra, 5. Pattachitra, 6. Turmeric, 7. Ginger etc. <p>Point No. 3 in the Original Clause as per RFP is removed.</p>
5.	29	3	Terms of Reference	<p>4. Key Indicative Outcomes- Establish market linkage and facilitate MoU with 4 big market national/international agencies.</p>	<p>May be read as: Establish market linkage and facilitate MoU with 4 nos. national/international agencies.</p>

All other terms and conditions remain unchanged.


15/12/2021
Chief Executive Officer

CC: To the Notice Board of ORMAS/ OLM and web hosting of the same in ORMAS / OLM website for wide publicity.

Pay bid Clarificatin for Selection of Technical Support Agency (TSA) to provide forward linkage support system in the promotion & marketing of Women SHG made products for the Department of Mission Shakti, Govt. of Odisha

RFP Notice No. 3278 Dated: 26.11.2021

Date & Time : 07.12.2021 @ 04:00 P.M. Venue: Conference Hall, ORMAS, Bhubaneswar

Sl. No.	Page No.	Section No.	Headings	Original Clause as per RFP	Queries of the bidder	Clarifications/ Modifications Recommended	Remarks
Queries from Basix Krishi Samruddhi Ltd							
1					HR and detail qualification to run the set up	The deliverables will be determined on outturn basis. So, The agency shall deploy their staff in backend as per the need of the assignment.	No Change in the RFP Document.
Queries from M/s. JPS INFRA TECH PROJECTS PVT LTD through email- kuldipsingh1@hotmail.com							
2	5		Bidder Data Sheet	Last Date for Submission of Proposal- 20th December 2021 @ 2 P.M.	Duration for submission of proposal: The duration for submission of proposal given in the tender is around 21 days, which seems to be insufficient for preparing proposal for all districts of Odisha. The duration must be around 40 – 45 days. Request authority to relook the practical requirement of the project and provide additional time for submission of proposal.		No Change in the RFP Document.
3	5		Bidder Data Sheet	Expected Date of Commencement of Assignment - 1st Week of January 2022	Commencement of Assignment: The tender indicates that the commencement of assignment within 3 – 4 days of opening of financial tender. This will have unnecessary stress on the bidder to perform without having any knowledge of the products. There must be at least 30 – 45 days time for initiate the market study.	This is an indicative timeline. Actual work will commence after signing of agreement with agreed work plan.	No Change in the RFP Document.
4	11	Section No.2	Eligibility Criteria	The bidder must be registered with GST, EPF, PAN and up-to-date IT return for three years (FY 2018-19, 2019-20, 2020-21) Proof Documents - GST Registration Certificate- EPF Registration Certificate with number, PAN copy, IT Return for last 3 Years as on 31.03.2021	IS EPF registration mandatory or can it be taken afterwards before signing the agreement.	EPF registration is mandatory. However it can be taken afterwards before signing the agreement.	Please refer the Corrigendum
5	11	Section No.2	Eligibility Criteria	The Bidder should have at least 10 years of experience in marketing of artisan/SHG made products such as handloom, handicrafts, food items, household supplies etc. in different platforms. (Documents - Copy of Work Oder/MoU /Certificate.)	The project is of consultancy in nature where individuals having adequate experience on the subject / industry / clients need to be considered. The individuals having adequate experience and hold ownership position in a company with adequate annual turnover as per the tender need to be considered as it will facilitate greater participation in the area of expertise.	This assignment requests multi thematic experience. Hence, Individual Consultancy will not meet the desired outcomes.	

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6	17	Section 2	Technical Evaluation	<p>The bidders may be invited for a Power Point presentation in front of the committee to be formed by ORMAS to evaluate the presentation. Presentation should highlight;</p> <ol style="list-style-type: none"> 1. One Best practice in past for Value Chain Development & Forward Linkages & Inventory management. 2. Review mechanism for completion of key deliverables as per the time line fixed. 3. Models to secure and retain professionals 4. One model (methodology) to be adopted in this project for marketing & value chain development of Producer's Companies. 	<p>The tender talks about making presentation on the Value Chain Development & Forward Linkages & Inventory Management. However, the tender is for all districts of Odisha and we feel that the product mix shall be different for different districts. In the absence of clarity of the product the above presentation can only provide theoretical, which may or may not suffice your requirement. In view of above we request you to intimate at least major agri and non-agri products for preparing a practical presentation, which can be implemented after selection.</p>	<p>The PC will deal with multiple products; both Farm and Non-Farm. The agency is free to choose any one or more than one of the following products and prepare the presentation on the Value Chain Development & Forward Linkages & Inventory management;</p> <ol style="list-style-type: none"> 1. Sabai grass, 2. Terracotta, 3. Handloom (Ikat), 4. Dhokra, 5. Patrachitra, 6. Turmeric, 7. Ginger etc. <p>Point No. 3 in the Original Clause as per RFP is removed.</p>	<p>Please refer the Corrigendum</p>
7	27-28	Section 3	Terms of Reference	<p>3.1 PC Strengthening and Capacity Building:</p> <ol style="list-style-type: none"> a. Capacity building of Board of Directors (BoD) of Mission Shakti Producers' Company facilitated for taking up the business forward. b. Capacitate Mission Shakti PC members on governance, institutional functioning, quality control, inventory management, pricing, finance and accounts management etc. needed to run the physical outlet and e-commerce platform profitably. c. Strengthen the Mission Shakti Producers' Company to manage the frontend and backend channel through continuous capacity building and handholding support. d. Other training as and when suggested by Mission Shakti. <p>3.2. and procurement, returns management, transportation and logistics, buying and merchandise management (B&M) by the PC to ensure timely delivery of SHG produce to the store in close coordination with block, district and state team of Mission Shakti.</p> <p>c. E-commerce operations:</p> <p>d. Inventory and stock management:</p> <p>e. Business plan development:</p> <p>f. Pricing and Packaging Policies:</p> <p>g. Finance and account management.</p>	<p>The scope of work mentioned in the clauses requires financial cost, which might be required district-wise. Please clarify that all the expenses on creation of assets, warehouse rents, cost for implementing ERP and other IT services, quality certification and trainings shall be borne by the respective Producers' Company (PC). The bidder shall provide expert view and facilitate the processes only to get all the above.</p>	<p>All the expenses on creation of assets, warehouse rents, cost for implementing ERP and other IT services, quality certification and trainings shall be borne by the respective Producers' Company (PC).</p> <p>The TSA shall provide managerial supervisory service with their manpower. Routine operational manpower shall be provided by the PC.</p>	<p>No Change in the RFP Document.</p>

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8	31	Section 3	Terms of Reference	<p>SI. No. 10. Governing Law and Penalty Clause:-The schedule given for delivery is to be strictly adhered to in view of the strict time schedule. Any unjustified and unacceptable delay in delivery shall render the bidder liable for liquidated damages and thereafter the Client holds the option for cancellation of the contract for pending activities and complete the same from any other agency. The Client may deduct such sum from any money from their hands due or become due to bidder. The payment or deduction of such sums shall not relieve the bidder from his obligations and liabilities under the contract. The rights and obligations of the Client and the bidder under this contract will be governed by the prevailing laws of Government of India / Government of Odisha. Failure on bidder's part to furnish the deliverables as per the agreed timeline will enforce a penalty @ 0.5% per week subject to maximum of 10% of the total contract value. The amount will be deducted from the subsequent payment. In addition, the PBG amount shall also be forfeited. The decision of the authority placing the contract, whether the delay in development has taken place on account of reasons attributed to the bidder shall be final.</p>	<p>The tender indicates that the bidder must ensure profit from the 1st year. This might be impractical as in the absence of market study of the products produced / prepared by the SHGs the bidder should be given at least 1 – 1.5 years for providing adequate profit to the PCs. The authority should relook into the clause and waive the penal charges as the authority shall be monitoring the progress quarterly and can terminate the agreement after 1 year. This shall be sufficient for the bidder to perform and delivers the outcome as per the timelines agreed in the agreement.</p>	<p>Market research may not be required for all the products , as many products are sold with good profit margin . It is therefore envisaged that the producers should not incur loss after the TSA intervention.</p>	<p>No Change in the RFP Document. Please refer Section 3 Terms of Reference, Clause 13 (ii).</p>
<p>Queries from M/s. Vasudhaika Software Pvt Ltd through email- <Srekanth.Voleti@vasudhaika.net></p>							
9				<p>Assumption of current business flow is: a. SHG is linked to the Producer Group which is linked to Block/District federation. b. Block/District federations are linked to ORMAS. c. Block/District federations trade/buy/sell directly on their own at a local level. d. District Federations run Mission Shakti brand bazaars in each district. e. ORMAS trades (buys/sells) products procured from Block/District federations. f. ORMAS uses various Sales channels: Melas/Fairs etc. What is the proposed new Business flow?</p>	<p>a. Individual Producer (Member of SHG) is linked to the Producers' Group not the SHG. b. ORMAS facilitates marketing of products. Rest c to f assumptions are Correct. The PC will source products from all parts of the state and market it through the e-Commerce platform and physical outlet.</p>		
10				<p>Mission Shakti Producer Company(MSPC)? What is its proposed legal standing and proposed structure?</p>	<p>The PC is registered under Company's Act.</p>		
11				<p>Scope: Of the 6.02 lakh SHGs, how many are targeted to participate in this project? What is their criteria of selection? Is it Geographic, product category wise?</p>	<p>SHG's participation will be product category wise , as per the actual demand.</p>		

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12	27-28	Section 3	Terms of Reference	Physical outlet and e-commerce platform management	<p>Physical outlet and e-commerce platform management</p> <p>a. Physical outlet Management:</p> <p>i. How many outlets?</p> <p>ii. What is their profile? Location, area, physical profile?</p> <p>iii. Business operations require development of Business processes and operationalise it on appropriate software. What is the proposal for the software? Who owns it? What happens at the end of the project period?</p> <p>iv. Whose payroll will the resources be, to manage this outlet?</p> <p>v. How is the ownership and regular maintenance of Physical infrastructure planned?</p> <p>vi. How are running expenses such as utilities, to be budgeted? Who will pay for housekeeping, security, janitorial services, etc., for store upkeep.</p> <p>vii. What about any store level promotion expense.</p> <p>b. E-Commerce platform Management</p> <p>i. TSA to design and set up e-commerce operations. Does it mean providing ecommerce platform also or setting up ecommerce operations only?</p> <p>ii. Is the E Commerce platform envisaged as a marketplace with multiple sellers or is MSPC to be the sole seller?</p> <p>iii. How are the fulfillment centers planned?</p>	<p>The Outlet is located at SIRD & PR Campus, Unit-8, Bhubaneswar. The PC will provide the software material at PC's Cost. The Agency will provide managerial supervision with their manpower. Routine operational manpower shall be provided by the PC. All the physical infrastructure and maintenance cost will be borne by the PC, that includes cost towards maintenance of the e-commerce and physical outlet.</p>	
13	27-28	Section 3	Terms of Reference	Physical outlet and e-commerce platform management	<p>Physical and E Commerce platform promotion</p> <p>a. What is the plan for promoting the physical store and the ECommerce platform? What is the proposed budget? Who will handle the promotions?</p>	<p>The Agency will provide managerial supervision with their manpower. Routine operational manpower shall be provided by the PC. The platform promotion cost is inclusive in the proposed cost.</p>	
14	17	Section No.2	Technical Evaluation	<p>The Bidder should have at least 10 years of experience in marketing of artisan/SHG made products such as handloom, handicrafts, food items, household supplies etc. in different platforms. Each relevant experience shall carry 3 marks for each year.</p>	<p>Suggestion - The Bidder should have at least 3 years of experience in marketing of artisan/SHG made products such as handloom, handicrafts, food items, household supplies etc. in different platforms. Each relevant experience shall carry 10 marks for each year.</p>	<p>The Bidder should have at least 10 years of experience in marketing of artisan/SHG/PG/FPO made Farm and Non-Farm products such as handloom/handicrafts/ food items/Food Grains/Pulses/spices & condiments/ household supplies etc. in different platforms.</p>	Please refer the Corrigendum
15				Assumption - All logistics related to trainings will be paid by MSPC	Assumption - Any Technical support (Call centre)will be handled between 9 - 6PM IST	Yes	This service is not required.
16							

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17	29	Section 3	Terms of Reference	4. Key Indicative Outcomes- Establish market linkage and facilitate MoU with 4 big market national/international agencies.	Establish market linkage and facilitate MoU with 4 big market national/international agencies. Question - Please elaborate what is big market agency.	May be read as: Establish market linkage and facilitate MoU with 4 nos national/international agencies.	Please refer the Corrigendum
18	30	Section 3	Terms of Reference	9. Payment Modalities- The Payment will be released to agency on monthly basis which contract value is equally divided in to 12 months. The payment shall be released on submission of invoice and a monthly report. 10% Increment on the contract value shall be done for each successful completed year.	Payment will be released monthly. Suggestion - Can this be made quarterly ahead		No Change in the RFP
19	47	Section 5	Financial Proposal	Fin2- N.B. The annual budget limit is 1(One) Crore including GST for this assignment. The bidder shall quote their price within the budget limit in Financial Proposal shall be evaluated.	Budget limit - Since MSPC is a trading entity, it can claim GST. Can the tender amount be for 1 crore excluding GST.	May be read as: The annual budget limit is 1(One) Crore excluding GST for this assignment. The bidder shall quote their price within the budget limit in Financial Proposal shall be evaluated.	
Queries from M/s. GOCCOOP through email- Neeta Shah <neeta@gccoop.com>							
20					<p>We understand that as part of this contract we will need to capacitate the identified Producer company, its BOD & Members in</p> <ol style="list-style-type: none"> 1. Setting up Supply chain in Non-farm products 2. Opening & Managing Retail store (in Khorda District, near BBSR) 3. Setting up E-Commerce business operations 4. Process Integration - through ERP Technology <p>As TSA we will focus on developing a business plan, designing the working model, setup processes, compliance and training, and capacity building of PC BOD & Members/staff to start, run and operate their business.</p> <p>We will have a dedicated team to coordinate and overlook the Implementation of the above and organize training</p> <p>We understand that the client - ORMAS / Mission Sakthi / Producer Company, will be providing all Infrastructure facilities:</p> <ol style="list-style-type: none"> 1. Space for warehouse & warehouse furniture and fixture 2. Space for Retail store and its furniture and fixture 3. Space / Hub for E-commerce Operations 4. ERP Setup cost - need clarity (as in the meeting it was mentioned that this is still under discussion) <p>Any resources hired to run the PC business, their salaries will be factored as business operating costs.</p>	<p>The ERP software and its cost shall be borne by the PC.</p> <p>The outlet is located in SIRD & PR Campus, Unit-8, Bhubaneswar. The Agency will provide managerial supervision with their manpower to support PC in their business process. Routine operational manpower shall be provided by the PC.</p> <p>PC shall arrange all Infrastructure facility like ware house, outlet, furniture, fixture, e-commerce platform and maintenance.</p>	

Page No.	Section No.	Headings	Original Clause as per RFP	Queries of the bidder	Clarifications/ Modifications Recommended	Remarks
1 11	Section No.2	Eligibility Criteria Point IV	The Bidder should have at least 10 years of experience in marketing of artisan/SHG made products such as handloom, handicrafts, food items, household supplies etc. in different platforms.		The Bidder should have at least 10 years of experience in marketing of artisan/SHG/PG/FPD made Farm and Non-Farm products such as handloom/handicrafts/ food items/Food Grains/Pulses/spices & condiments/ household supplies etc. in different platforms.	Please refer the Corrigendum