



Odisha State Agricultural Marketing Board

ଓଡ଼ିଶା ରାଜ୍ୟ କୃଷି ବିପଣନ ପରିଷଦ

NIT No.3839

Date:-30.12.2018

REQUEST FOR PROPOSAL

**FOR
HIRING AN AGENCY DEALING WITH OUTREACH ACTIVITIES
UNDER KRUSHAK SAMPARK ABHIYAN**

DATED: 30.12.2018

LAST DATE: 09.01.2019

ODISHA STATE AGRICULTURAL MARKETING BOARD
PLOT NO.-1800(P), NEAR RAMAMANI INDIAN OIL PETROL PUMP,
BARAMUNDA, KHANDAGIRI,
BHUBANESWAR-751030
ODISHA

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1. INTRODUCTION

1.1 Background:

- i. The agricultural marketing apparatus of the state of Odisha consists of Odisha State Agricultural Marketing Board (OSAM Board) and Directorate of Agricultural Marketing. The present agricultural marketing system of the state is governed by the Odisha State Agricultural Produce Marketing Act, which came into force back in the year 1956. Under the present dispensation, there are 65 Regulated Market Committees (RMCs) functioning under the supervision and control of the OSAM Board and the Directorate.
- ii. Under the present dispensation there are 66 Regulated Market Committees (RMCs) functioning under the supervision and control of the OSAM Board and the Directorate. A Regulated Market committee (RMC) is a democratically elected body consisting of elected members from different constituencies such as farmers, traders, farmer's cooperatives, local urban bodies etc. Generally the concerned sub-collector or collector, under whose jurisdiction an RMC falls, is nominated as the chairman of the RMC. A Regulated Market aims at realisation of three major objectives, such as:
 - a. Ensuring correct weighment for the produces of the farmers, so that he is not cheated by the middlemen/wholesalers/semi-wholesalers etc.
 - b. Ensuring prompt payment to the farmers for his produce immediately his produces are sold.
 - c. Avoidance of exploitation in the hands of middlemen.
- iii. The objectives of OSAM Board are :-
 - a. Improving farmers/ producers access and linkage to the agricultural markets.
 - b. Integrated plan for agricultural marketing by way of convergence approach with related departments and agencies for development of agricultural marketing.
 - c. Preparation and implementation of district agricultural marketing plan in collaboration with line dep and support of district administration.
 - d. Functionalization of agricultural markets for better utilization of available market infrastructures and marketing services.
 - e. Strengthening of existing markets.
 - f. Marketing extension services to ensure buyer-seller linkages, innovative marketing practices and strengthening agricultural supply chains in the State.
 - g. Use & application of information technology for dissemination of marketing information to market players.

- h. Agricultural market survey, feasibility study of agricultural market, preparation of project reports and its implementation.
 - i. Promotion & publicity of agricultural marketing activities.
 - j. Training & development of market functionaries.
- iv. In order to promote the activities of OSAM Board and other schemes / plan / projects launched by OSAM Board to achieve above objectives, a statewide IEC programme will be taken up under specifically for the following activities :-
- 1. Popularization of schemes/plans / projects of OSAM Board
 - 2. Dissemination of various components of KALIA Scheme
 - 3. Extending approach to have better linkage with beneficiary society / segments
 - 4. Strengthening of farmers and their organizations / communities
 - 5. Dissemination of Livelihood promotion activities.
- v. For the above services, Odisha State Agricultural Marketing Board is looking forward to engage a competent agency having experience in IEC activities as well as expertise in promotion and marketing across the state.

1.2 Instructions to the applicants:

Firms are hereby invited to submit their Request for proposal (RFP) for providing their services to Odisha State Agricultural Marketing Board (OSAMB), Department of Cooperation, Government of Odisha.

- i. Proposal so submitted shall form the basis for a contract between the selected firm and Odisha State Agricultural Marketing Board.
- ii. A description of this assignment, terms of reference and its objectives are given in Para – 2 of this Document
- iii. To obtain first hand information on the assignment, if needed the agency may conduct site visits of locations, visit the office of Odisha State Agricultural Marketing Board before submitting the proposal.
- iv. The expenditure incurred towards cost of preparing the proposal and executing the contract, including the site visits, are not reimbursable as a direct cost of the assignment.
- v. Odisha State Agricultural Marketing Board is not bound to accept any of the proposals submitted. Odisha State Agricultural Marketing Board may reject any and / or all the proposals without assigning any reasons thereof.

1.3 Consortium:

Keeping in view the Scope of Work, Consortiums / Joint Ventures are not allowed. Proposals only from Bidders, applying individually (individual, partnership firm, company) shall be considered for evaluation. Firms applying in consortium / joint venture shall be summarily rejected.

1.4 Documents:

- i. The RFP document shall be available from the advertisement date till the bid due date on website of Odisha State Agricultural Marketing Board at www.osamboard.org and can be downloaded by the Bidders from this website.
- ii. Bidders are advised to submit their proposal in the appropriate formats as specified in this document.
- iii. At any time before submission of proposals, Odisha State Agricultural Marketing Board may, for any reasons, whether at its own initiative or in response to a clarification requested by a prospective bidder, modify the document by amendment. The amendment will be notified on the website of specified above and revised documents / clarification if any shall also be uploaded on the website, which shall be construed as communication to the Bidders. Bidders are advised to make themselves aware regularly check the update on the website of OSAMB for such notifications. OSAMB shall not bear any liability towards communication to any or all of the prospective bidder or intending participant.

1.5 Pre-bid Meeting:

To address the queries, clarification of Bidders on the project and bid document, a pre-bid meeting is scheduled to be held at Odisha State Agricultural Marketing Board Conference Hall at below mentioned date & time.

The date, time and venue of Pre-Bid Meeting shall be:

Date: 03.01.2019

Time: 11:30 AM

Venue: Conference Hall, Odisha State Agricultural Marketing Board, Plot No.-1800(P), Near Ramamani Indian Oil Petrol Pump, Baramunda, Khandagiri, Bhubaneswar-751030 odisha.

Bidders are advised to mail their queries at kalia.osamb@gmail.com addressed to the Director, OSAMB latest by 5:00PM on dt.02.01.2019. The responses to the queries shall be uploaded in the website of OSAMB.

1.6 Communication:

All communications including the submission of Proposal should be addressed to:

*RFP FOR HIRING AN AGENCY DEALING WITH OUTREACH ACTIVITIES UNDER KRUSHAK SAMPARK
ABHIYAN*

Member Secretary,
Odisha State Agricultural Marketing Board (OSAMB)
Plot no.-1800(P), Near Ramamani Indian Oil Petrol Pump,
Baramunda, Khandagiri, Bhubaneswar-751030
Ph. No.: 0674- 2351310, 2351311, 2351316
Fax. No.: 0674-2351310,
E-mail: kalia.osamb@gmail.com

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1.7 Schedule of Selection Process:

Odisha State Agricultural Marketing Board shall endeavor to adhere to the following schedule:

Sl. No.	Event Description	Date
1	Issue of Tender Notice	30/12/2018
2	Pre-Bid meeting	03/01/2019 at 11:30 AM, in Conference Hall of Odisha State Agricultural Marketing Board
3	Last Date and time for submission of Proposal	Last Date and time for submission of Proposal - 09/01/2019 up to 05:00 PM
4	Opening of Technical Proposal	10/01/2019 at 05:30 PM, at Conference Hall of Odisha State Agricultural Marketing Board
5	Presentation by Bidders as in para- 4.1.2	11/01/2019 at 11:30 AM at Conference Hall of Odisha State Agricultural Marketing Board
6	Opening of Financial Bid as in para- 4.1.(iii)	Only for Technically Qualified Bidder -14/01/2019 at 3:00 PM at Conference Hall of Odisha State Agricultural Marketing Board

1.8 Preparation of Proposal:

- i. Bidders are requested to submit the proposals as per the attached formats only. **The proposals, which are not submitted in the required format, are liable to be rejected.**
- ii. The requirements of information to be provided by the Bidder including Technical and Financial Proposals are described in para-3 of this document. Bidders are requested to go through the RFP document carefully before preparing and submitting their proposal.
- iii. The Bidders may be disqualified, if complete information sought in the RFP is not provided.

iv. Any proposal containing vague and indefinite expressions will not be considered.

1.9 Submission of Proposal:

- i. The Bidders shall submit their proposals in **two separate packets** in the following manner:
- a. **Technical Proposal:** (Marked “**Technical Proposal for Hiring an Agency dealing with Outreach Activities under Krushak Sampark Abhiyan for OSAM Board**” at the top of the envelope) shall contain all the details sought by Odisha State Agricultural Marketing Board.
 - b. **Financial Proposal:** (Marked “**Financial Proposal for Hiring an Agency Who dealing with Outreach Activities under Krushak Sampark Abhiyan for OSAM Board**” at the top of the envelope) shall contain the commercial proposal as per prescribed format.
 - c. Both the envelopes shall be placed in an outer sealed cover marked as “**Proposal for Hiring an Agency dealing with Outreach Activities under Krushak Sampark Abhiyan for OSAM Board**”.
 - d. **Bidders who fails to submit in two separate packets (for technical and financial proposals) shall be disqualified.**
- ii. The Bidders are advised in their own interest to ensure that completed Proposal reaches the office of the Odisha State Agricultural Marketing Board at the address mentioned well before the dates stipulated in the document.
- iii. **Proposals may be submitted through Speed Post / Registered Post / Courier**
- iv. Proposals submitted through Telex / Telegraphic / Fax / email shall not be considered and summarily rejected.
- v. Odisha State Agricultural Marketing Board will not be responsible for loss of Proposal or for delay in transit.
- vi. In case the last date of submission of tender is declared as public holiday by the State Govt or Central Govt, then the last date shall be the next working day of the State.
- vii. In case of any extension of last date of submission of proposal for any reason, same shall be notified in the website of OSAMB, which shall be construed as communication to the Bidders.
- viii. Proposals for both the stages shall be submitted in prescribed Performa along with other documents and placed in sealed cover addressed to the details provided in 1.6 above.

1.10 Proposal Submission Deadlines:

The Bidders shall submit the proposals for both the Stages as per the timelines stated in Para- 1.7.

1.11 Late Proposals:

Proposals received after the date stipulated in this document for submission mentioned in this RFP shall not be considered and shall be summarily rejected.

1.12 Proposal Validity Period:

The proposals shall be valid for acceptance by the Odisha State Agricultural Marketing Board for a period of Ninety (90) days from the last date of submission of proposal.

1.13 Proposal Evaluation:

- i. The Technical Proposals submitted by the time & date stipulated in this RFP shall be opened, in presence of Bidders / their authorized representatives, who choose to attend. The name of the Bidders whose proposals have been received shall be announced.
- ii. Prior to evaluation of Proposals submitted, Odisha State Agricultural Marketing Board will determine whether each Proposal is responsive to the requirements of the RFP. Odisha State Agricultural Marketing Board may, in its sole discretion, reject any Proposal that is not responsive hereunder. A Proposal shall be considered responsive only if:
 - a. Proposal received has been as per the format specified in the RFP;
 - b. It is received by the Due Dates stipulated in the RFP including any extension thereof granted by Odisha State Agricultural Marketing Board;
 - c. It is accompanied by the Bid Security & Bid Processing fee as per the provisions of this RFP;
 - d. It contains all the information (complete in all respects) as requested in the RFP;
 - e. It does not contain any condition for qualification
- iii. Odisha State Agricultural Marketing Board reserves the right to reject any Proposal which is non- responsive and no request for alteration, modification, substitution or withdrawal shall be entertained by the Authority in respect of such Proposals.
- iv. Odisha State Agricultural Marketing Board will carry out the evaluation of all responsive proposals in the manner stipulated in the RFP document.
- v. The proposals shall be evaluated for pre-qualification based on the credentials submitted by bidders in the Technical Proposal. The pre-qualified bidders shall be invited for presentation to the Technical Evaluation Committee. All proposals technically qualified after presentation (Para - 4.1.iii) shall be eligible for opening of Financial Proposals.

- vi. Odisha State Agricultural Marketing Board shall not entertain any query or clarification from Bidders who fail to qualify at any stage of the Selection Process.
- vii. Bidders are advised that Selection process shall be entirely at the discretion of Odisha State Agricultural Marketing Board. Bidders shall be deemed to have understood and agreed that the Odisha State Agricultural Marketing Board shall not be required to provide any explanation or justification in respect of any aspect of Selection Process or the Selection.
- viii. Any information contained in the Proposal shall not in any way be construed as binding on Odisha State Agricultural Marketing Board, its agents, successors or assigns, but shall be binding against the Bidder if the Contract is subsequently awarded to it.

1.14 Bid Security:

1.14.1 Bid Security:

- i. A Bid Security of Rs. 10,00,000/- (**Rupees Ten Lakhs Only**) in the form of Demand Draft drawn in favor of **“Odisha State Agricultural Marketing Board, Bhubaneswar”** and payable at any scheduled bank having branch in Bhubaneswar, **shall be submitted by all the Bidders along with the Technical Proposal .**
- ii. Proposals not accompanied with Bid Security shall be rejected as non-responsive.
- iii. No interest shall be payable by Odisha State Agricultural Marketing Board for the sum deposited as Bid Security.
- iv. The Bid Security of the unsuccessful bidders would be returned back within fifteen days of issue of Letter of Award to the successful bidder. The Bid Security of the successful bidder would be retained by OSAMB and shall be returned along with performance security (refer section – 4.2); post completion of contract by the successful bidder.

1.14.2 The Bid Security shall be forfeited by the Odisha State Agricultural Marketing Board in the following events:

- i. If the proposal is withdrawn during the validity period or any extension thereof.
- ii. If the proposal is varied or modified in a manner not acceptable to Odisha State Agricultural Marketing Board after opening of tender during the validity period or any extension thereof.
- iii. If the Agency tries to influence the evaluation process.
- iv. If the Agency withdraws his/her proposal during negotiations.

1.15 Bid Processing Fees:

All bidders are required to pay Rs.11,800/- only (Rupees Eleven Thousand and Eight Hundred Only), including GST, towards Bid Processing Fee in the form of Demand

Draft drawn in favour of “Odisha State Agricultural Marketing Board, Bhubaneswar” and payable at Bhubaneswar. The Bid Processing Fee is Non-Refundable and is payable along-with the technical proposal.

2 TERMS OF REFERENCE

2.1 Objectives of the Assignment:

The broad objective of this assignment is to create awareness through “Krushak Sampark Abhiyan” among farmers and citizens of Odisha about the schemes/projects/ plans of Odisha State Agricultural Marketing Board and other departments for the welfare and empowerment of the farmers.

2.2 Scope of Work

- i. Arrangement of Branded and decorated Caravans (TATA Ac or Mahindra Pick up) with 8’ x 6’ LED wall, outdoor-P-6, AV (Audio-Visual), 250 watt with 2 sound boxes, with adequate power backup. Which will carry IEC materials (flyers/leaflets, danglers, posters, stickers, standee etc.) for Communication, Promotion & Advertising KSA simultaneously in all Districts for 45 Days for minimum 3 programmes in a day of 2 hour duration at each location. **3 programmes per Gram Panchayat**, The agency shall submit proof of programme along with submission of claims. The method of monitoring has to be clearly spelt out in the presentation.

2.3 Payment Schedule:

The payment shall be released by Odisha State Agricultural Marketing Board to the Agency in the following manner:

Sl. No.	Event / Deliverable	Payment
1	Payment after receipt of activity based part bill along with relevant documentation.	Within 15 days

2.4 Timelines & Deliverables:

- i. The following is an indicative list of deliverables and milestones for the Agency, assuming that the engagements starts at time T (Issuance of Work Order)

No	Deliverable	Timelines (T is date of award)
1.	Preparation & Submission of Detailed Plan of Action	T + 3 days
2.	Deployment of Caravan, starting of putting up hoardings and undertaking other tasks as detailed in section 2.2 (scope of work)	Continuous work
3.	Updation and Maintenance	Continuous Work

- ii. Weekly Progress Reports/MIS to be submitted every week or as and when desired by the Odisha State Agricultural Marketing Board, indicating the activities remaining / completed and progress as scheduled tasks / activities.
- iii. It is estimated that the above tasks shall continue for a period 45 days from the date of start of deployment by the selected agency. However, OSAMB may decide to extend the services for more days based on requirement and sole discretion of OSAMB.

3. REQUEST FOR PROPOSAL

3.1 The RFP bids must be submitted, in two separate envelopes:

- i. Technical Proposal – Envelope I
- ii. Financial Proposal – Envelope II

3.2 Technical Proposal

The Technical Proposal shall be provided along with following information, using the format for technical proposal provided.

Format section of the RFP document:

- i. Letter of Proposal – Annexure A-1
- ii. Particulars about the Bidder – Annexure A- 2
- iii. Financial Capacity of the Bidder – Annexure A- 3
- iv. Experience of Bidder in Similar Projects – Annexure A- 4
All the projects cited needs to be submitted by supporting credentials (work orders / completion certificates) from clients. Submissions without supporting credentials will be rejected.
- v. Approach, Methodology and work plan (PPT presentation) – Annexure A- 5.
- vi. Declaration as to not being blacklisted & not convicted- Annexure A- 6.
- vii. Bid Security in the form of Demand Draft as per details provided in 1.14.1(i).
- viii. Bid Processing fee in the form of Demand Draft as per details provided in 1.15.

3.3 Financial Proposal

- i. The financial proposal shall include remuneration for staff, accommodation, transportation and equipment, printing of documents and all other expenses related to the assignment for both the activities i.e. IEC & Promotion of programme.
- ii. In the Financial Proposal, the Agency shall quote an item-wise tentative cost for all elements in the scope of work. However, only the **Total Amount quoted by the Agency shall be considered for financial evaluation (format enclosed in Annexure – B- 2)**
- iii. All costs must be expressed in Indian rupees only.

3.4 **Checklist for Submission**

A	Technical Proposal	Format	Submitted/Not submitted
1	Covering Letter	Annexure A-1	
2	Bid Processing Fee (non-refundable) of Rs 11,800/- (Including GST)	Form of Demand draft in favor of Odisha State Agricultural Marketing Board, Bhubaneswar	
3	Bid Security of Rs.10,00,000 (Rupees Ten Lakh Only)	Form of Demand draft in favor of Odisha State Agricultural Marketing Board, Bhubaneswar	
4	Particulars of Bidder	Annexure A-2	
5	Financial capabilities of the Bidder	Annexure A-3	
6	Details of experience in similar assignments	Annexure A-4	
7	Approach, Methodology and work plan (PPT Presentation)	Annexure A-5	
B	Financial Proposal	Annexure – B-1 &2	

As a part of the submission of the above, self-attested documents with supporting documents wherever needed the Agency shall also attach this Checklist with remarks on the side of each submission mentioning whether submitted / not submitted.

4. EVALUATION CRITERIA

4.1 Evaluation of Proposals

The RFP bids of agencies will be evaluated in the following stages.

- i. Firms must meet the minimum eligibility criteria as specified in 4.1.1.
- ii. Those firms which meet the minimum eligibility criteria will be evaluated on their Technical Proposal as specified in 4.1.2.

- iii. Firms scoring 60 or above in the Technical evaluation (Credential Score) shall qualify for opening of their financial proposal.

4.1.1 Pre-Qualification / Minimum Eligibility Criteria:

- i. The Firm must have been rendering Marketing, Advertisement & promotion and Event Management services for last FIVE years from the date of this RFP **and**;
- ii. In the last five years, the bidder should have experience in Organizing Marketing, Advertisement & promotion and Event Management services of State (Odisha) or National stature for Govt. departments / PSU either directly or through any development partners & at least 1 of them should have the value of minimum Rs.50 lakhs or above.

(Or)

In the last five years, the firm should have managed Marketing, Advertisement & promotion and Event Management services for at least TWO (2) projects for international agencies with a contract value of minimum of Rs.25 Lakhs or above for each project.

- iii. The bidder should have achieved a minimum annual average turnover of Rs.3.00 Crores during last three financial years (FY2015-16, 2016-17 & 2017-18). Copy of Audited Financial Statement to be enclosed.
- iv. Company/Firm should have a Permanent Account Number (PAN), GST registrations. (Copies to be enclosed).
- v. Registered/Branch Office set up in Bhubaneswar. (Proof of presence of office to be attached). Rent agreement/receipt will be treated as proof of setting of registered / branch office.

4.1.2 Technical Proposal Evaluation

- a. Technical proposal evaluation shall be carried out in a 100-mark scale (**Credential score**) based on the credentials submitted with respect to relevant past project experience.
- b. **Evaluation Credentials of the firm shall be done as per the following system.**

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Sl. No.	Details	Maximum Marks	Basis of Marks to be allotted
1.	<p>EXPERIENCE – Experience in last five years in Organizing Marketing, Advertisement, promotion and Event Management services of State or National stature for Govt. departments either directly or through any development partners or for International agencies.</p>	30	<p>State (Odisha) or National stature for Govt. departments/PSU either directly or through any development partners (project cost 25 Lakh or more) - 5 marks for each project</p>
2.	<p>Approach, Methodology and Work plan</p> <p>The bidders who qualify in the minimum conditions of eligibility as specified in the clause 4.1.1 shall make PPT presentation on their approach/methodology and work plan as mentioned in their bid (Annexure-A5)</p>	35	<p>The approach section should highlight the issues and current thinking on best practice that will indicate the manner in which the team will approach this project.</p> <p>The methodology section should provide insight and consideration of each of the main task areas specified in the terms of reference. This section should highlight each of the main task area, specify what activities will be undertaken by whom & at what stage in the project and should clearly set out the specific deliverables.</p> <p>The work plan section should show the methodology graphically in Microsoft project or by means of a Gantt chart or other recognized project management tool, showing the task area, the activities to be undertaken and the timing of deliverables keeping in mind the time frame mentioned in the Terms of Reference.</p> <p>The Presentation should clearly highlight the staff at various levels (with their qualifications)</p>

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			who would be anchoring the different tasks. The method of monitoring of tasks keeping in mind the timeline should be indicated.
3.	Experience in last five years executing similar works in the Districts of Odisha or districts of other states /Union territories.	10	1 to 6 Districts: 2 marks. 7 to 12 Districts: 4 marks 13 to 18 Districts:6 marks 19 to 24 Districts: 8 marks 25 to 30 Districts: 10 marks
4.	INS and EEMA Certification	5	INS : 2.5 marks EEMA : 2.5 marks
5.	Average annual turnover of the Firm in financial year 2014 – 15, 2015-16 and 2016 – 17.	20	>Rs.3crores ≤ Rs.4crores: 10 marks >Rs.4crores ≤Rs.5 crores: 15 marks >Rs.5 crores: 20 marks
Total:		100	

Relevant projects to be considered under 360-degree communication/ Advertisement /Promotional Campaign:

- a. Government Events
- b. Award Ceremony
- c. Conferences / Seminars
- d. Cultural Event
- e. Advertising Campaigns

Note: Social Events like private parties, marriages, etc. shall NOT be considered for evaluation
Please refer to Section 2.2 for nature of work that qualifies as Marketing & Promotion projects / assignments.

4.1.3 Opening of Financial Proposal:

The financial proposal of the bidders shortlisted by the Technical Evaluation Committee as per para- 4.1.iii only shall be opened and evaluated in presence of such bidders. The bidder quoting the lowest bid amount shall be declared the successful bidder.

4.2 Performance Security

5% of payment at every stage shall be deducted and retained by Odisha State Agricultural Marketing Board towards Performance Security Deposit. The amount deducted by Odisha State Agricultural Marketing Board towards Performance Security deposit shall be refunded by Odisha State Agricultural Marketing Board to the Agency on satisfactory completion of the assignment, without any interest thereof.

4.3 Penalty

In case there is any deviation found as per service deliverables and timelines, there will be a penalty deduction @ 0.25% of the particular event cost. This amount of penalty would be adjusted against the performance security deposit retained with OSAMB.

ANNEXURE A-1

Letter of Technical Proposal

To

**Odisha State Agricultural Marketing Board,
Plot no.-1800(p), Near Ramamani Indian Oil Petrol Pump,
Baramunda, Khandagiri,
Bhubaneswar-751030**

**Sub: “Proposal for Hiring an Agency Who Deals with outreach activities Under
“KRUSHAK SAMPARK ABHIYAN”**

Regarding: Technical Proposal

Dear Madam/Sir,

With reference to the RFP dated 28/12/2018 for the above captioned project, and clarification issued by Odisha State Agricultural Marketing Board thereof, I _____, having examined all relevant documents and understood their contents, hereby submit our Proposal for selection as Agency for providing services for **outreach activities Under “KRUSHAK SAMPARK ABHIYAN” OSAMB**. The proposal is unconditional and unqualified.

1. All information provided in the Proposal and in the Annexures is true and correct and all documents accompanying such Proposal are true copies of their respective originals.
2. This statement is made for the express purpose of appointment as the Agency for the aforesaid Project.
3. I shall make available to the Odisha State Agricultural Marketing Board any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
4. I acknowledge the right of the Odisha State Agricultural Marketing Board to reject our application without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.

5. I certify that in the last five years, we or any of our Associates have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Bidder, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.

I declare that:

- a. I have examined and have no reservations to the RFP Documents, including any Addendum issued by the Odisha State Agricultural Marketing Board;
 - b. I have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, in respect of any tender or request for proposal issued by or any agreement entered into with the Odisha State Agricultural Marketing Board or any other public sector enterprise or any government, Central or State; and
 - c. I hereby certify that we have taken steps to ensure that, no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.
6. I understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the Agency, without incurring any liability to the Bidders.
7. If our Firm is qualified on the basis of minimum eligibility criteria, we shall make a presentation on Approach & Methodology and work plan to Odisha State Agricultural Marketing Board on the date specified in the intimation received from Odisha State Agricultural Marketing Board.
8. The undersigned is authorized to sign the documents being submitted through this RFP. (A copy of Power of Attorney may be enclosed).
9. In the event our firm is selected as the Agency for this project we shall enter into a contract with Odisha State Agricultural Marketing Board.
10. The Financial Proposal is being submitted in a separate cover. This Technical Proposal read with the Financial Proposal shall constitute the Application which shall be binding on us.

11. The information provided herewith is true and correct to our best knowledge. If any discrepancies are found in the information provided or if the information provided is not correct, our firm would be fully responsible for that. I understand in such cases our bids are liable to be rejected.

Yours faithfully,

(Signature, name and designation of
the authorized signatory)

(Name and seal of the Bidder)

Annexure A-1 (A) - Power of Attorney (Sample)

Know all men by these presents, we....., (name of Firm and address of the registered office) do hereby constitute, nominate, appoint and authorize Mr. / Ms..... son/daughter/wife and presently residing at....., who is presently employed with us and presently holding the position of.....as our tour and law full attorney (hereinafter referred to as the “Authorized Representative”) to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Proposal **for Hiring an Agency Who Deals with outreach activities Under “KRUSHAK SAMPARK ABHIYAN”**

but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre-proposal and other conferences and providing information/ responses to the Odisha State Agricultural Marketing Board, representing us in all matters before the Odisha State Agricultural Marketing Board, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the Odisha State Agricultural Marketing Board in all matters in connection with or relating to or arising out of our Proposal for the said Project and/or upon award thereof to us till the entering into of the Agreement with the Odisha State Agricultural Marketing Board.

AND, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorized Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorized Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE.....THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS..... DAY OF, 20**

For.....
(Signature, Name, Designation, Address)

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Witnesses:

- 1.
- 2.

Notarized

Accepted

.....
(Signature, Name, Designation and address of attorney)

Notes:

The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure. The Power of Attorney should be executed on a non-judicial stamp paper of Rs. 100 (hundred) and duly notarized by a notary public.

Annexure A-2

Particulars of the bidder

General Information about the Firm:

- a. Name of Company or Firm:
- b. Legal status (e.g. incorporated private company, unincorporated business, partnership etc.):
- c. Country of incorporation:
- d. Registered address:
(Proof of presence of office to be attached)
- e. Year of Incorporation:
- f. Year of commencement of business:
- g. Principal place of business:
- h. Brief description of the Company including details of its main lines of business
- i. PAN Number (copy of PAN to be enclosed)
- j. GST Number(copy of the GST Number to be attached)

Name, designation, address and phone numbers of authorized signatory of the Bidder:

- a. Name:
- b. Designation:
- c. Company:
- d. Address:
- e. Phone No.:
- f. Fax No. :
- g. E-mail address:

(Signature, name and designation of the authorized signatory) For and on behalf of

.....

Annexure-A3

Financial Capacity of the Applicant

Sl. No.	Financial Year	Annual Turnover in Lakhs
1.	2015-16	
2.	2016-17	
3.	2017-18	

Note ..Copy of the audited financial statement to be enclosed.

Certificate from the Statutory Auditor

This is to certify that(name of the Applicant) has received the payments shown above against the respective years on account of professional fees. And the Average Turnover of the Firm in the last three years is Rs. (In words)

Name of the audit firm:

Seal of the audit firm:

Date:

(Signature, name and designation of the authorized signatory)

In case the Applicant does not have a statutory auditor, it shall provide the certificate from its chartered accountant that ordinarily audits the annual accounts of the Applicant.

Annexure-A4

Eligible Project Undertaken by the Bidder

The following information should be provided in the format below for each Eligible Project for which your firm was legally contracted by the Client stated as a single entity.

Applicants are advised to provide the information for only those assignments qualifying projects in Marketing and Promotion activities and Event Management Activities separately, as detailed at para 4.1.1

I	Assignment Name	
II	Name, fax, email of the Client Representative:	
III	Time when the assignment was carried out: Date of Commencement: Date of Completion:	
IV	Location of the Event	
V	Contract Value	
VI	Narrative Description of the Scope of work of the assignment (360 degree Communication/Advertise/Promotion)	
VII	Description of Actual Services provided by your Organization. (360 degree Communication/ Advertise/Promotion) <ul style="list-style-type: none"> • Mass • Community • Outdoor/Mid • Event • Production 	
VIII	Status of the assignment	

IMPORTANT:

(I) Use separate sheet for each Eligible Project.

(Please provide a copy of work order, completion certificate or payment of bill from the client. The submitted testimonial MUST contain detail description of work (Scope of Work and TOR) carried out by the Bidder.) Only those bids would be considered for the evaluation for which the

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documentary proof of client i.e work order, completion certificate or payment of bill have been provided.

(Signature, name and designation of the authorized signatory)

Annexure – A5

(To be presented in terms of a power point Presentation)

Approach, Methodology & Work Plan

The **approach section** should highlight the issues and current thinking on best practice that will indicate the manner in which the team will approaches this project.

The **methodology section** should provide insight and consideration of each of the main task areas specified in the terms of reference. This section should highlight each of the main task area, specify what activities will be undertaken by whom & at what stage in the project and should clearly set out the specific deliverables as detailed in the scope of work-para-2.2.

The **work plan section** should show the methodology graphically in Microsoft project or by means of a Gantt chart or other recognized project management tool, showing the task area, the activities to be undertaken and the **timing of deliverables** keeping in mind the time frame mentioned in the Terms of Reference.

The **Monitoring Mechanism** of the entire programme shall be presented by the Bidder which shall be clearly spelt out .

The Presentation should clearly highlight the staff at various levels (with their qualifications) who would be anchoring the different tasks. The method of monitoring of tasks keeping in mind the timeline should be indicated.

Authorized Signatory [*In full and initials*]: _____

Name and Title of Signatory: _____

Name of Firm: _____

(Company Seal)

Annexure-A6

DECLARATION

(To be furnished in the Technical Proposal)

1. I,.....Son/Daughter/Wife.....of..... Shri
..... Proprietor/Partner/Director/authorized signatory of
the Agency mentioned above and competent to sign this declaration and execute this
tender document:
2. I/ any member of the firm or organization is not blacklisted by any Government/Public
Undertaking for providing any service or services& not convicted under any Law.
3. I have carefully read and understood all the terms and conditions of the tender and
undertake to abide by them;
4. The information/ documents furnished along with the above application are true and
authentic to the best of my knowledge and belief. I/we/am/are well aware of the fact
that furnishing of any false information/fabricated document would lead to rejection
of my tender at any stage besides liabilities towards prosecution under appropriate
law.

Date:
Place:

Signature of Tenderer/Authorized person

Name:

Seal

Annexure-B1

B. FINANCIAL PROPOSAL

**Covering Letter
(On the Bidders Letterhead)**

To

**Odisha State Agricultural Marketing Board,
Plot no.-1800(p), Near Ramamani Indian Oil Petrol Pump,
Baramunda, Khandagiri,
Bhubaneswar-751030**

**Sub: “Proposal for Hiring an Agency Dealing outreach Activities under “Krushak
Sampark Abhiyan”.**

Regarding Financial Proposal

Dear Sir,

I, _____
enclose herewith our Financial Proposal for selection of our firm as Agency to carry out
“**Proposal for Hiring an Agency Dealing outreach Activities under “Krushak
Sampark Abhiyan for OSAM Board”**”. Please note that the financial proposal does not
contain any conditions and is submitted as per the prescribed format. In case of any discrepancy,
our firm will be solely responsible for the same. I agree that this offer shall remain valid for 90
(Ninety) days from the last date of submission of proposal or such further period as may be
mutually agreed upon.

Yours faithfully,

Signature: _____

Full Name: _____

Designation: _____

Annexure-B2

FINANCIAL PROPOSAL

**Name of Work: Proposal for Hiring an Agency with outreach Activities under
Krishak Sampark Abhiyan for OSAM Board**

Sl.	Particulars	Unit of Measures.	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
		A	B	C
	Programme (to be calculated for 45 days period – Refer section 2.4(iii))			
1	Vehicle Hiring (TATA AC or Mahindra Pick up) for 45 Days & Branding	1	Per Vehicle	
2	Vehicle Movement (Caravan) (minimum 3 programme at 3 locations in a day-100 Kms / day shall be taken into evaluation)	100	Per km.	
3	Small vehicle for transportation other than Caravan such as Indigo or equivalent (100 Kms / day shall be taken into evaluation)	100	Per km.	
4	Audio Visual with 8' x 6' LED wall both sides,outdoor-P-6, Standee/ flex banner in vacant space in outer sides,250 watt with 2 sound boxes set with Power back-up to last for 03 shows GP.	1	Per set	
			Total Sum of C	
	Programme at GPs in 3 locations No of Caravans to cover all GPs.	150		(150* Total Sum of C)

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Sl.	Particulars	Unit of Measures.	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
		A	B	C

Note:

- a. GST as applicable shall be paid over & above the contract price approved by Odisha State Agricultural Marketing Board.
- b. TDS will be deducted @ 2% of the contract value by the Odisha State Agricultural Marketing Board.
- c. No conditions should be attached to the price proposal.
- d. In case of any discrepancies in the prices mentioned in the figure and word, the prices mentioned in the words would be considered as final price.
- e. The Agency has to quote individual rate for each item in scope.

Signature of the Agency:

Address:

Date:

Place: