



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

No. 25

Date: 04.01.2025

EXPRESSION OF INTEREST

for Marketing/Digital Marketing Agencies under ORMAS

ORMAS under the Panchayati Raj & Drinking Water Department, Government of Odisha intends to invite proposal from the interested agencies having relevant experience in Marketing/Digital Marketing services under ORMAS. Interested agencies shall submit their proposal in sealed envelope to the Office of the Chief Executive Officer, Odisha Rural Development & Marketing Society (ORMAS), SIRD & PR Campus, Unit – 8, Bhubaneswar, Pin – 751012 through email:ormashq@gmail.com/courier/speed post/registered post/ tender box latest by **21/01/2025, 5 pm**. The detailed Terms of Reference can be seen and downloaded in the ORMAS website <https://www.ormas.org / panchayat.odisha.gov.in> for reference.

In case of any Addendum/ Clarification/ Corrigendum/ Extension regarding this EoI, the same will be published in the above website. Authority reserves the right to accept or reject EoI, and to cancel the process at any time without assigning any reason thereof.

Ratna

Addl. Chief Executive Officer

CC: To the Notice Board of ORMAS and webhosting of the same in ORMAS website for wide publicity, i.e www.ormas.org

To the e-governance cell, PR & DW Department, Government of Odisha for webhosting of the EOI notice for wide publicity.



Expression of Interest (EOI) for Marketing/Digital Marketing Agencies

Odisha Rural Development and Marketing Society (ORMAS) Under the Panchayati Raj & Drinking Water Department, Government of Odisha, ORMAS has been actively promoting rural livelihoods and enterprise development for over 30 years. ORMAS invites Expression of Interest (EOI) from experienced Marketing/Digital Marketing Agencies to develop and execute strategies for enhancing ORMAS's visibility, audience engagement, retail operations, and socio-economic impact.

A. OBJECTIVES

This EOI aims to foster collaboration with skilled agencies to create a transformative impact on Odisha's rural economy through innovative marketing and digital strategies.

1. Develop and implement marketing and digital marketing strategies to improve ORMAS's visibility and brand presence.
2. Enhance ORMAS-supported products' promotion across retail, digital, e-commerce and exhibition platforms.
3. Boost community engagement, sales, and brand recognition through innovative and targeted campaigns.

B. ELIGIBILITY CRITERIA

1. The agency should have a minimum of 5 years of experience in Marketing/Digital Marketing services as on bid due date.
2. The agency must have a minimum average annual turnover of Rs. 10 crores in last three FY as on 31.03.2024.
3. The agency should provide a portfolio and case studies showcasing past work.

C. SCOPE OF WORK

1. BUSINESS DEVELOPMENT OF RETAIL AND OPERATIONS FOR EXISTING AND UPCOMING RETAIL OUTLETS

- **Branding and Packaging Development:** Create compelling brand identities, including logo, tagline, and packaging design for ORMAS products.
- **In-Store Operations:** Helping in setting up and managing retail outlets, ensuring standard visual merchandising practices.
- **Store Ambience:** Maintain aesthetic and functional designs to enhance customer experience.
- **Inventory and Stock Management:** Guidelines of planning inventory levels, ensuring smooth operations, and managing stock.
- **Customer Service:** Design and implement effective customer interaction strategies to improve satisfaction and loyalty.
- **Supply Chain Guidelines:** Developing and implementing strategies for seamless supply chain management to ensure uninterrupted product availability.



- **Guidelines for Setting Up of Centralized Storage and Management:** Formulating a framework for establishing and managing centralized storage facilities, including inventory tracking, quality control, and logistics coordination.
- **Promotional Campaign:** Geo-targeted advertising/promotional campaign for key markets.

2. E-COMMERCE/DIGITAL MEDIA STRATEGY

- **Website Management:** The agency should provide recommendation & creatives to improve the User Interface (UI)/User Experience (UX) of the website of the ORMAS www.ormas.org, Buyer Seller Interface & various e-commerce platforms. Agency will work with ORMAS team to enhance the aesthetic value, update website content, manage product descriptions, blogs, backlinks, and implement strategies to drive traffic.
- **SEO (Search Engine Optimization):** Develop strategies to improve organic search rankings, conduct keyword research through on-page & off-page optimization techniques.

3. SOCIAL MEDIA PLATFORMS MANAGEMENT

- **Content Curation for Social Media Platforms**
 - Curation of content tailored to platform-specific audience engagement.
 - Collect and deliver 50 aesthetic photos (3:4 or 4:3 ratio) monthly.
 - Produce and edit 10 high-quality reels/videos monthly (720p resolution, 60FPS) monthly.
 - Development of infographics and awareness-style content based on social listening, success stories of CBOs, employee highlights, and ongoing product development.
- **Content Calendar**
 - Preparation and management of a content calendar for posts and stories across all platforms.
- **Platform Management**
 - Management of ORMAS's social media pages on Instagram, X, LinkedIn, and Facebook.
 - Regularly post, monitor, and engage with followers.
- **Engagement and Interaction**
 - Respond to comments, queries, and direct messages promptly.
 - Host interactive campaigns, polls, and giveaways to boost engagement.
- **Performance Metrics**
 - Track and report key engagement metrics such as likes, shares, comments, and clicks.
- **Ad Campaigns**
 - Design and execute paid promotional campaigns, including boosted posts and sponsored ads, tailored to specific platforms.
- **Audience Targeting**
 - Conduct demographic and psychographic analysis to develop detailed audience profiles and targeted campaigns.
- **Influencer Collaborations**
 - Collaborate with influencers to amplify the visibility of ORMAS's products and initiatives.



- **Social Media ROI**

- Track quarterly growth percentages and provide detailed reports on ROI from social media activities.

4. NATIONAL-LEVEL EXHIBITIONS

- Plan and coordinate ORMAS's participation in National-level exhibitions. This includes:
 - Branding and designing of stalls.
 - Print and electronic media advertisements.
 - Logistics handling and stock management.
 - Daily sales tracking, innovative product sales and promotional strategies.
 - Buyer identification of sustained supply, showcasing ORMAS success stories and achievements on digital platforms.

D. CONTENT OF THE PROPOSAL

The agency shall submit their proposal describing the following contents.

1. Detailed proposal outlining:
 - Objectives and marketing strategies.
 - Execution plan with measurable outcomes.
 - Metrics to track performance.
 - Budget breakdown for each service.
 - Tools and techniques to be utilized.
2. Case studies and references demonstrating past successes.
3. Profiles of the team members assigned to the project.

E. SCHEDULE OF EXPRESSION OF INTEREST.

Sl	Information	Schedule
1.	EoI No & Date	No.25 Date : 04.01.2025
2.	Deadline for submission of Proposals	21.01.2025, 5pm
3.	Mode of submission	Manually through - email:ormashq@gmail.com/courier/speed post/registered post/ tender box
4.	Technical Presentation of the eligible agencies	To be intimated later on
5.	Contact Officer for any query	Contact No. 0674 2565871 Mobile No: 9870001857/9439638800
6.	Address of the ORMAS	Chief Executive Officer, Odisha Rural Development & Marketing Society (ORMAS), SIRD Campus, Unit-VIII, Bhubaneswar-751012



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F. SUBMISSION OF PROPOSALS

- a. Interested agencies should submit their EOIs, including all required documents and details, to ORMAS HQ through email:ormashq@gmail.com/courier/speed post/registered post/ tender box to the following address: The Chief Executive Officer, ORMAS, SIRD &. PR Campus, Unit-8, Bhubaneswar, PIN-751012, Odisha.
- b. The documents should reach by **21.01.2025, 5 PM** at the office of ORMAS. ORMAS reserves the right to shortlist agencies based on the evaluation of submitted proposals. Only shortlisted agencies will be contacted for further discussions.
- c. For further details visit website <https://www.ormas.org/> / panchayat.odisha.gov.in

Sd/-
Addl. Chief Executive Officer, ORMAS