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ପଞ୍ଚାୟତିରାଜ ଓ ପାନୀୟ ଜଳ ବିଭାଗ, ଓଡ଼ିଶା ସରକାର

Odisha Rural Development & Marketing Society

creating competence and values in rural Odisha

Panchayati Raj & Drinking Water Department, Government of Odisha

ORMAS

SIRD & PR Campus
Unit-VIII, Bhubaneswar
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Website:www.ormas.org

No. 1708

Date: 23/5/2023

File No: ORMAS-MKT-MISC-0005-2025

REQUEST FOR PROPOSAL (RFP)

Selection of Marketing/Digital Marketing Agency under ORMAS for strengthening and expansion of Rural Products Network in the Market

ORMAS under the Panchayati Raj & Drinking Water Department, Government of Odisha (The Client) invites sealed two bid systems from the eligible bidders through e-tender process for **"Selection of Marketing/Digital Marketing Agency under ORMAS for strengthening and expansion of Rural Products Network in the Market"**. Bidders fulfilling the prescribed eligibility criteria of the RFP can access and download the complete RFP Document and other details from www.ormas.org / panchayat.odisha.gov.in/ www.tendersodisha.gov.in .The bid calendar under the end to end process are:

Date of Issue of RFP	Date of Pre-Bid Meeting	Last Date for Submission of Bid	Date of Opening of Technical proposal	Date of Technical presentation and opening of financial proposal	Bid processing fee in Rs.	EMD in Rs.
24.05.2025	31.05.2025 at 11.30 AM	16.06.2025 at 12 Noon	17.06.2025 at 11.30 AM	18.06.2025 at 11.30 AM & 3.30 PM	11,800/- including GST	1,00,000/-

The bidders must apply their proposal through e-tender process latest by 16.06.2025 at 12 Noon clearly mentioning "REQUEST FOR PROPOSAL "Selection of Marketing/Digital Marketing Agency under ORMAS for strengthening and expansion of Rural Products Network in the Market". The proposals received beyond the last date and time will be rejected without assigning any reason. In case of any further modification/ alteration/ amendment shall be published on the websites only. The authority reserves all the rights to reject any / all proposals at any stage without assigning any reason thereof.


Chief Executive Officer, ORMAS

Memo No. 1709

Date: 23.5.23
23/5/2023

1. Copy to e-Governance Cell, PR&DW Department, Government of Odisha for publication on the website of the Department for wide publicity.
2. Copy to Mr. S.S. Sahoo, Project Executive, ORMAS for publication on the Website and Notice Board of ORMAS without delay for wide publicity.


Chief Executive Officer, ORMAS

REQUEST FOR PROPOSAL

Selection of Marketing/Digital Marketing Agency under ORMAS for strengthening and expansion of Rural Products Network in the Market



Odisha Rural Development and Marketing Society

Panchayati Raj & Drinking Water Department, Government of Odisha

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Disclaimer

This Request for Proposal (RFP) is issued by the Odisha Rural Development & Marketing Society (ORMAS), Panchayati Raj & Drinking Water Department, Govt. of Odisha.

While the information in this RFP has been prepared in good faith, it does not support to be comprehensive or to have been independently verified. Neither ORMAS nor any of its officers or employees, nor any of their advisers nor consultants accept any liability or responsibility for the accuracy, reasonableness or completeness of, or for any errors, omissions or misstatements, negligent or otherwise, relating to the proposed assignment, or makes any representation or warranty, express or implied, with respect to the information contained in this RFP or on which this RFP is based or with respect to any written or oral information made or to be made available to any of the recipients or their professional advisers and, so far as permitted by law and except in the case of fraudulent misrepresentation by the party concerned, and liability therefore is hereby expressly disclaimed.

The information contained in this RFP is selective and is subject to updating, expansion, revision and amendment at the sole discretion of the Client. It does not claim to contain all the information that a recipient may require for the purposes for making a decision for participation in this selection process. Each bidder must conduct its own analysis of the information contained in this RFP, to correct any inaccuracies therein and is advised to carry out its own investigation into the proposed assignment, the regulatory regime which applies thereto and by and all matters pertinent to the project and to seek its own professional advice on the legal, financial and regulatory consequences of entering into any agreement or arrangement relating to the project.

This RFP includes certain statements, information, projections and forecasts with respect to the proposed assignment. Such statements, information, projections and forecasts reflect various assumptions made by the management, officers and employees of the Client, which (the assumptions and the base information on which they are made) may or may not prove to be correct. No representation or warranty is given as to the reasonableness of forecasts or the assumptions on which they may be based and nothing in this RFP is, or should be relied on as, a promise, representation or warranty.

The ORMAS under the Panchayati Raj & Drinking Water Department, Government of Odisha shall be the sole and final authority with respect to selection of a consultant for the purpose through this RFP.

1. DATA SHEET

Sl. No.	Particular	Details
1.	Name of the Client	Chief Executive Officer, ORMAS, Panchayati Raj & Drinking Water Department, Government of Odisha
2.	Method of Selection	Quality & Cost Based Selection (QCBS) on 80:20 weightage basis. (Bid Validity -120 days)
3.	Mode of Submission	Online (e-tender) www.tendersodisha.gov.in .
4.	Date of Issue of RFP (e-tender) www.tendersodisha.gov.in	24.05.2025
5.	Last date for submission of Pre-bid queries through email to ormashq@gmail.com	30.05.2025
6.	Date of Pre-Bid Meeting at ORMAS Conference Hall	31.05.2025 at 11.30 AM
7.	Last Date and Time for submission of Bid	16.06.2025 at 12.00 Noon www.tendersodisha.gov.in
8.	Date & Time for opening of Technical Bid	17.06.2025 at 11 .30 AM
9.	Date & Time for Technical Presentation and opening of Financial Proposal	18.06.2025 at 11.30 AM and at 3.30 PM
10.	Tender Processing Fee (Non-Refundable)	10,000/-INR + GST-18 % = Rs. 11,800/- through online mode
11.	Earnest Money Deposit (EMD) (Refundable)	Rs. 1,00,000/-INR (Rupees One Lakh) through online mode
12.	Performance Security	The selected agency shall furnish 5% of the Contract value in shape of Demand Draft in favour of “ORMAS” drawn in any scheduled commercial bank payable at Bhubaneswar.
13.	Place of Opening of Technical & Financial Bid:	Conference Hall of ORMAS, SIRD & PR Campus, Unit-8, Bhubaneswar
14.	Address of the Client:	Chief Executive Officer, Odisha Rural Development & Marketing Society (ORMAS), SIRD & PR Campus, Unit-8, Bhubaneswar, Odisha, Pin Code: 751012 E-mail:- ormashq@gmail.com Contact person: Sanjib Kumar Mohanty, Dy CEO, ORMAS - 9439638800 and Bharat Bambhania, Expert – 9870001857

15.	Joint Venture/Consortium/ Franchising, outsourcing, subletting	Not Allowed
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NB:

1. Application in Consortium, Franchising, outsourcing, subletting is not allowed for the Bid
2. Exemption of EMD shall not be applicable as per the Odisha govt rules.
3. Submission of more than one bid by the bidder will be entirely rejected.
4. For details, please visit: www.ormas.org / panchayat.odisha.gov.in / www.tendersodisha.gov.in

2. E-TENDERING

Procedure for Participation in e-tendering

- 1) Web address of E-tendering website: [https:// www.tendersodisha.gov.in](https://www.tendersodisha.gov.in).
- 2) The Digital Signature enrollment has to be done with the e-token, after logging into the portal. The e-token may be obtained eMudhra CA /GNFC/IDRBT/ Mtnl Trustline/ Safe Sctpt / TCS.
- 3) Bidder then logs into the portal giving user id / password chosen during enrolment.
- 4) The e-token that is registered should be used by the bidder and should not be misused by others.
- 5) DSC once mapped to an account cannot remap to any other account. It can only be inactivated.
- 6) The Bidders can update well in advance, the documents such as certificates, purchase order details etc., under My Documents option and these can be selected as per tender requirements and then attached along with bid documents during bid submission. This will ensure lesser upload of bid documents.
- 7) After downloading / getting the tender schedules, the Bidder should go through them carefully and then submit the documents as per the tender document; otherwise, the bid will be rejected.
- 8) The BOQ template must not be modified/replaced by the bidder and the same should be uploaded after filling the relevant columns, else the bidder is liable to be rejected for that tender. Bidders are allowed to enter the Bidder Name and Values only.
- 9) If there are any clarifications, this may be obtained online through the eProcurement Portal, or through the contact details given in the tender document. Bidder should take into account of the corrigendum published before submitting the bids online.
- 10) Bidder, in advance, should prepare the bid documents to be submitted as indicated in the tender schedule and they should be in PDF formats. If there is more than one document, they can be clubbed together.
- 11) Bidder should arrange for the EMD as specified in the tender.
- 12) The original should be posted/couriered/given in person to the Tender Inviting Authority, within the bid submission date and time for the tender.
- 13) The bidder reads the terms and conditions and accepts the same to proceed further to submit the bids
- 14) The bidder has to submit the tender document(s) online well in advance before the prescribed time to avoid any delay or problem during the bid submission process.
- 15) There is no limit on the size of the file uploaded at the server end. However, the upload is decided on the Memory available at the Client's System as well as the Network bandwidth available at the Client side at that point of time. In order to reduce the file size, bidders are suggested to scan the documents in 75- 100 DPI so that the clarity is maintained and also the size of file also gets reduced. This will help in quick uploading even at very low bandwidth speeds.
- 16) It is important to note that, the bidder has to Click on the Freeze Bid Button, to ensure that he/she completes the Bid Submission Process. Bids which are not Frozen are considered as Incomplete/Invalid bids and are not considered for evaluation purposes.

- 17) The Tender Inviting Authority (TIA) will not be held responsible for any sort of delay or the difficulties faced during the submission of bids online by the bidders due to local issues.
- 18) The bidder may submit the bid documents online only, through this portal. Offline documents will not be handled through this system.
- 19) At the time of freezing the bid, the eProcurement system will give a successful bid updating message after uploading all the bid documents submitted and then a bid summary will be shown with the bid no, date & time of submission of the bid with all other relevant details. The documents submitted by the bidders will be digitally signed using the e-token of the bidder and then submitted.
- 20) After the bid submission, the bid summary has to be printed and kept as an acknowledgement as a token of the bidder.
- 21) The bid summary will act as a proof of bid submission for a tender floated and will also act as an entry point to participate in the bid opening event.
- 22) Successful bid submission from the system means, the bids as uploaded by the bidder is received and stored in the system.
- 23) The system does not certify for its correctness.
- 24) The bidder should see that the bid documents submitted should be free from virus and if the documents cannot be opened, due to virus, during tender opening, the bid is liable to be rejected
- 25) The time that is displayed from the server clock at the top of the tender Portal, will be valid for all actions of requesting bid submission, bid opening etc., in the e-Procurement portal. The Time followed in this portal is as per Indian Standard Time
- 26) (IST) which is GMT+5:30. The bidders should adhere to this time during bid submission.
- 27) All the data being entered by the bidders would be encrypted at the client end and the software uses PKI encryption techniques to ensure the secrecy of the data. The data entered will not be viewable by unauthorized persons during bid submission and not viewable by anyone until the time of bid opening. Overall, the submitted bid documents become readable only after the tender opening by the authorized individual transferred over secured Socket Layer (SSL) with 256-bit encryption technology. Data encryption of sensitive fields is also done.
- 28) The bidders are requested to submit the bids through online eProcurement system to the TIA well before the bid submission end date and time (as per Server System Clock).

3. SECTION 1: Letter Of Invitation

RFP No:- 1708

Dated:-23.05.2025

Assignment: - “Selection of Marketing/Digital Marketing Agency under ORMAS for strengthening and expansion of Rural Products Network in the Market”.

1. **ORMAS under the Panchayati Raj & Drinking Water Department**, Government of Odisha (The Client) invites online Bid from eligible bidders for **“Selection of Marketing/Digital Marketing Agency under ORMAS for strengthening and expansion of Rural Products Network in the Market”**. More details on the proposed assignment are provided at **Section-3: Scope of Work** of this bid document.
2. Agency will be selected under **Quality & Cost Based Selection (QCBS)** 80:20 procedures as prescribed in the RFP Document.
3. The Bid completed in all respects as specified in the RFP document must be accompanied with a **Non-refundable** amount of **Rs. 10,000/- + GST 18 % - Rs. 1800 = Rs. 11,800 (Rupees Eleven Thousand Eight Hundred)** towards **Tender Processing Fee** and a **refundable amount of Rs. 1,00,000/- (Rupees One Lakh only)** towards **EMD** failing which the bid will be rejected.
4. The last date and time for submission of Bid complete in all respects is **mentioned as per the data sheet in www.tendersodisha.gov.in** and the date of opening of the technical proposal, Technical Presentation & financial bid in the presence of the bidder's representative at the specified address as mentioned in the Bidder Data Sheet . Representative of the bidder may attend the meeting with due authorization letter on behalf of the bidder.
5. This RFP includes the following sections:
 - a. Letter of Invitation **[Section – 1]**
 - b. Information to the Bidder **[Section – 2]**
 - c. Scope of Work **[Section – 3]**
 - d. Technical Bid Submission Forms **[Section – 4]**
 - e. Financial Bid Submission Forms **(Section –5]**
 - f. Checklist **[Section – 6]**
6. While all information/data given in the RFP are accurate within the consideration of scope of the proposed assignment to the best of the Client's knowledge, the Client holds no responsibility for accuracy of information, and it is the responsibility of the bidder to check the validity of information/specifications/narrations included in this document. No claim whatsoever shall be admissible for the alleged loss/damage suffered by the bidders on account of such rejection. In

case of any dispute/ ambiguity arising in the process relating to documents, the decision of the Tender calling authority shall be final, binding and cannot be challenged.

- 7. The Client reserves the right to accept / modify/ reject any/all Bids / cancel the complete tender or part of it at any stage without assigning any reason thereof.**

Chief Executive Officer, ORMAS

Panchayati Raj & DW Department, Govt. of Odisha

4. SECTION 2: Information to the Bidder

Pre-Qualification/Eligibility Criteria:

Bidders should confirm the eligibility criteria given below and to this effect must produce the required supportive documents /information as indicated against each as part of their technical Bid:

Sl.No.	Eligibility Criteria	Documents required for pre-qualification
1	The Bidder must be a Company as registered under Indian Companies Act, 1956 / 2013 or a Trust registered under the Indian Trusts Act, 1882 or a Limited Liability Partnership registered under The Limited Liability Partnership Act, 2008 in business of consulting services in India for at least for five years	1. Proof of Certificate of Incorporation / Registration of the Agency 2. Valid GST and PAN Registration.
2	The agency should have an average annual turnover of Rs. 5 Crore in the last three financial years (2021-22, 2022-23 & 2023-24) .	Copies of audited balance sheet for the last three financial years and CA certificate Provisional Audit Report for any of the FYs will not be accepted
3	The Agency must have experience of minimum of 3 projects of Digital marketing Management or relevant assignments for any Central Government or State Government or Union territories or Public Sector Undertaking or Listed company under (Sensex), in the last 5 financial Years <ul style="list-style-type: none"> Both ongoing/completed assignment will be considered. 	Copy of Letter of Intent/Work Order/Agreement/ Client Certificate etc.
4	A registered firm must furnish the copy of the IT returns and latest GST return for the last three financial years ending on 31.03.2024.	Copy of the IT returns and latest GST returns to be submitted.
5	The bidder should not have been blacklisted by Central / State Govt/ PSUs Institutions as on date of bid submission.	Self-Declaration from the Bidder as per the format enclosed at Tech-5.
6	Bid processing Fee and EMD	Non-refundable amount of Rs. 10,000/- + GST 18 % - Rs. 1800 = Rs. 11,800 and refundable of Rs. 1,00,000/-INR (Rupees One Lakh) through online mode (Exemption is NOT applicable as per the Odisha Govt rules.)

Documents to be submitted along with TECHNICAL BID (PART-A):

The bidders have to furnish the following documents duly signed in along with their Technical Bid:

- Filled in Bid Submission Check List in Original (**Annexure-A**)
- Covering letter (**TECH – 1**) on bidder's letterhead requesting to participate in the tender process.
- Bid Processing Fee & Earnest Money Deposit (EMD) as applicable.
- Copy of Certificate of Incorporation/ Registration
- Copy of IT returns and GST Return
- Copy of PAN.
- Copy of Goods and Services Tax Identification Number (GSTIN).
- General Details of the Bidder (**TECH – 2**)
- Financial Details of the bidder (**TECH – 3**) along with all the supportive documents such as Balance Sheet and Income/ Expenditure Statement duly signed as per the instruction.
- List of completed assignments of similar nature (Past Experience Details, **TECH – 4**) along with copies of contracts / work orders / completion certificate from previous clients.
- Self-Declaration from the Bidder on not blacklisted (**TECH-5**)

NB: Bidders should submit the supporting documents mentioned as above. Bids of agencies not conforming to the eligibility criteria listed above will be summarily rejected. Submission of forged documents will also result in rejection of the bid.

1. Bid Processing Fee:

The bidder must furnish as part of technical Bid, the required bid processing fee amounting to **Rs. 10,000/- + GST 18 % - Rs. 1800 = Rs. 11,800** (Rupees Eleven Thousand Eight Hundred) through online mode. Bids received without bid processing fee will be rejected.

2. Earnest Money Deposit (EMD):

The bidder must furnish, as part of the technical Bid, an Earnest Money Deposit (EMD) amounting to **Rs. 1,00,000 /-** through online mode. Bids received without EMD will be rejected.

The EMD of unsuccessful bidders shall be refunded through online mode after finalization of selection process and award of contract. The EMD will be forfeited on account of the following reasons:

- Bidder withdraws its Bid during the bid validity period as specified in RFP
- Bidder has submitted false information in support of its qualification.
- If the bidder fails to
 - agree to decisions of the contract negotiation meeting
 - sign the contract on time
- Any other circumstance which holds the interest of the Client during the overall selection process.

3. **Performance Security: -**

Upon selection, the Agency shall furnish to the Client, a performance security of the amount mentioned above, on or before execution of the Contract to secure the due performance of the obligations of the Agency under the Contract. Exemption of Performance Security is not applicable.

The successful bidder shall furnish 5% of the Contract value as Performance Security. The performance security of successful bidders shall be refunded after successful completion of the entire assignment.

4. **Pre-Bid Meeting:**

A Pre-Bid meeting will be organized by ORMAS to address the queries relating to the overall selection process and scope of the work. The **Pre-Bid meeting will be held as mentioned in the Data Sheet** at ORMAS Conference Hall, SIRD & PR Campus, Unit-8, Bhubaneswar. The client will address the queries submitted by the bidders. Representatives (Maximum 2 members from each bidder) with a due letter of authorization are allowed to attend the meeting. The Bidder may request clarification of any part of the RFP prior to the last date for submission of queries through email, as indicated in the Bidder's Data Sheet. The Client's responses to Bidder queries will be made available to all Bidders and shall be uploaded on the Client's website. It shall be the Bidder's responsibility to check the Client's website for the responses to the queries or requests for clarification. The bidder shall submit their queries in the following format.

SI	Page No and RFP Clause reference.	RFP Reference	Queries

5. **Submission of Bid:**

The bid should be submitted through Online mode only in www.tendersodisha.gov.in.

6. Process of the Bid:

A THREE stage process will be adopted as explained below for evaluation of the Bids.

Pre-qualification (1st Stage): Before opening and evaluation of the technical proposals, each bidder will be assessed based on the following key eligibility criteria. The bidder is required to produce the copies of the required supportive documents/information as part of their technical proposal failing which the proposals will be rejected.

Technical Evaluation Criteria: (2nd Stage): Evaluation of the technical and financial proposals will be based on Quality and Cost Based Selection (QCBS) mode with weightage of 80% and 20% for technical and financial proposals, respectively.

- i. In the first phase the qualifying documents shall be scrutinized based on the key eligibility criteria as mentioned.
- ii. In the second phase the bidders which satisfy the eligibility criteria shall be given marks based on technical parameters. Accordingly, bidders will be ranked based on the marks allotted to them.

SL No	Technical Bid Evaluation Parameters	Maximum Mark	Documents Required
1	No. of years of Experience in work relating to Digital market Management. (Five marks for minimum experience of 2 years as per eligibility criteria and three (3) mark each for additional years of experience for a total maximum of 20 marks) Maximum Marks = 20 (i.e. 5+15) Marks	20	Copy of Letter of Intent/Work Order/Agreement/ Client Certificate etc.
2	The agency should have an Average annual turnover of Rs. 5 Crore in the last three financial years (2021-22, 2022-23 & 2023-24). <ul style="list-style-type: none"> Between 5 crores to 10 crores - 10 marks Every one crore shall carry 2 marks maximum up to 20 marks 	20	Audited Financial Statements signed by the CA
3	The Agency must have experience in Digital marketing Management or relevant assignments for any Central Government or State Government or Union territories or Public Sector Undertaking or Listed company under (Sensex), in the last 5 financial Years <ul style="list-style-type: none"> Each assignment /work shall carry 2 marks Both ongoing / completed assignments will be considered 	20	Copy of Letter of Intent/Work Order/Agreement/ Client Certificate etc.

SL No	Technical Bid Evaluation Parameters	Maximum Mark	Documents Required
4	Technical Presentation (The score will be awarded by committee based on the technical and experience aspects) a) Understanding of the ToR – 5 Marks b) Approach and Methodology – 20 Marks c) Work Plan, Timelines & Organisation and Structure – 5 Marks d) Showcase portfolio and case studies past work-10 Marks	40	Bidders will make a presentation before the Client during the technical evaluation stage for 15 minutes only.
	Grand Total	100	
	Qualifying Mark for Opening of Financial Bid	>50	

The bidder whose technical Bid secures minimum qualifying mark of above 50 in the technical evaluation stage will be qualified for opening of the financial Bid.

The objective of the presentation is to enable the Client to evaluate the bidders about their understanding and preparedness for the proposed assignment. Hence, the bidder should make themselves available for the same.

The Financial Bids shall be opened in the presence of the committee members and bidders' representatives who choose to attend. The name of the firm along with the secured technical scores, and the proposed package price for the respective packages shall be read and recorded accordingly. **Quality & Cost Based Selection (QCBS)** will be followed during the selection process as per the guideline of Finance Department, GoO.

Financial Evaluation (3rd Stage):

The bidders qualified in the Technical Bid will be eligible to participate in the Financial Bid. The names of the bidders along with their quoted financial price will be announced during the meeting.

Quality and Cost Based Selection (QCBS): This method will be followed during the overall selection process with 80 % weightage to technical score and 20% weight age to financial score. The bidders securing the highest evaluated scores will be ranked H1 and thereafter others will be ranked in the order of H2, H3 and so on. ORMAS may further negotiate on the technical component, if need be, and thereafter the H1 bidder will be awarded the contract, observing due procedure. The detail procedure has been laid down in the RFP document.

7. **Evaluation of the Proposals:**

The QCBS method will be followed during the overall selection process. The financial bids of technically qualified bidders will be opened on the prescribed date in the presence of the bidder's representatives.

The lowest evaluated Financial Bid (Fm) shall be given the maximum financial score (Sf) of 100. The formula for determining the financial scores of all other bids shall be calculated as follows: $Sf = 100 \times Fm/F$, in which "Sf" is the financial score, "Fm" is the lowest price, and "F" the price of the bid under consideration. The weights given to the Technical (T) and Financial (P) Bids shall be:

T = 80, and

P = 20

Bids shall be ranked according to their combined scores, calculated using the technical score (St) and financial score (Sf) and the weights as follows:

$$S = St \times T\% + Sf \times P\%$$

The bidder, who has the highest score in the QCBS and shall be called for further process leading to the award of the contract. The bid price will include all taxes as applicable and shall be in Indian Rupees. Prices quoted in the bid must be firm and final and shall not be subject to any modifications on any account whatsoever. In case of a tie, the bidder having a higher technical score will be considered the preferred bidder.

For the purpose of evaluation, the total evaluated cost shall be inclusive of all taxes & duties for which the Client will make payment to the consultant including overhead expenses.

8. **Contract Period:**

The project cycle is maximum for 1 year. The Contract shall be executed initially for one year. The contract period shall be renewed annually based on performance and need. The client reserves the right to reduce or increase the project cycle period at any point of time as per the needs of the organization.

9. **Type of Contract/ Service:**

This is a Time-Based Contract. The staff shall be deployed by the agency on a full-time basis in hybrid mode. The mode of the assignment is only setting up "**Selection of Marketing/Digital Marketing Agency under ORMAS for strengthening and expansion of Rural Products Network in the Market**".

10. **Payment Modalities:**

The Payment will be released to agency on achieving milestones/agreed work plan as per the ToR, on submission of Invoice and a monthly report.

11. Negotiations:

- Negotiations (if required) will be held at the address indicated in the Data Sheet. The aim shall be to reach an agreement before issuance of the work order.
- Representatives conducting negotiations on behalf of the bidder must have written authority to negotiate and conclude a contract. Negotiation will be performed covering technical and financial aspects, if any, and availability of proposed professionals etc.
- If negotiations fail, the ORMAS will invite the firm whose proposal received the second highest score to negotiate a Contract.

12. Award of Contract:

After completion of the contract negotiation stage, the Client will notify the successful bidder in writing by issuing an offer letter for signing the contract and promptly notifying all other bidders about the result of the selection process. The successful bidders will be asked to sign the contract after fulfilling all formalities within 15 days of issuance of the offer letter. After signing the contract, no variation or modification of the terms of the contract shall be made except by a written amendment signed by both the parties. The contract will be valid for 6 months from the date of effectiveness of the contract and will be extended on mutual consent.

13. Conflict of Interest:

Conflict of interest exists in the event of:

- (i) Conflicting assignments, typically environmental assessment of the same project by the eligible bidder.
- (ii) Practices prohibited under the anti-corruption policy of the Government of India and Government of Odisha. The bidders are to be careful so as not to give rise to a situation where there will be any conflict of interest with the Client as this would amount to their disqualification and breach of contract.

14. Disclosure:

- a. Bidders have an obligation to disclose any actual or potential conflict of interest. Failure to do so may lead to disqualification of the bidder or termination of its contract.
- b. Bidders must disclose if they are or have been the subject of any proceedings (such as blacklisting) or other arrangements relating to bankruptcy, insolvency or the financial standing of the Bidder, including but not limited to appointment of any officer such as a receiver in relation to the Bidder's personal or business matters or an arrangement with creditors, or of any other similar proceedings.
- c. Bidders must disclose if they have been convicted of, or are the subject of any proceedings relating to:

- Criminal offence or other serious offence punishable under the law of the land, or where they have been found by any regulator or professional body to have committed professional misconduct.
- Corruption includes the offer or receipt of an inducement of any kind in relation to obtaining any contract.
- Failure to fulfill any obligations in any jurisdiction relating to the payment of taxes or social security contributions.

15. Anti-corruption Measure:

- Any effort by Bidder(s) to influence the Client in the evaluation and ranking of financial Bids, and recommendation for award of contract, will result in the rejection of the Bid.
- A recommendation for award of Contract shall be rejected if it is determined that the recommended bidder 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 bidder either indefinitely or for a stated period of time, disqualifying it from participating in any related bidding process for the said period.

16. Force Majeure

“Force Majeure” means an event which is beyond the reasonable control of a Party, and which makes a Party's performance of its obligations here under impossible or so impractical as reasonably to be considered impossible in the circumstances, and includes, but is not limited to, war, riots, civil disorder, earthquake, fire, explosion, storm, flood or other adverse weather conditions, strikes, lockouts or other industrial action (except where such strikes, lockouts or other industrial action are within the power of the Party invoking Force Majeure to prevent), confiscation or any other action by government agencies.

Force Majeure shall not include: (i) any event which is caused by the negligence or intentional action of a Party or agent employees thereof, nor (ii) any event which a diligent Party could reasonably have been expected to take into account or avoid or overcome in the carrying out of its obligations during the subsistence of this Agreement. Force Majeure shall not include insufficiency of funds or failure to make any payment required hereunder.

17. Language of Proposals :

The proposal and all related correspondence exchanged between the bidder and the Client shall be written in the English language.

18. Legal Jurisdiction:

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

19. 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 Govt of India/ Odisha. Failure on bidder's part to furnish the deliverables as per the agreed timeline will enforce a penalty @ 1% per week subject to maximum of 5% 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.

20. Client's right to accept any Bid, and to reject any or all Bid/s

The Client reserves the right to accept or reject any Bid, and to annul or amend the bidding / selection / evaluation process and reject all Bids at any time prior to award of contract award, without assigning any reason there of and thereby incurring any liability to the bidders. Misrepresentation/improper response/ by the bidder may lead to the disqualification of the bid. If such disqualification/rejection occurs after the Bids have been opened and the highest-ranking bidder gets disqualified/rejected, then the client reserves the right to consider the next best bidder or take any other measure as may be deemed fit in the sole discretion of the Client, including annulment of the selection Process.

21. Number of Bids:

Each Bidder shall submit only one (1) Bid, in response to this RFP. Any Bidder who submits or participates in more than one Bid shall be disqualified. The Bidder shall be responsible for all costs associated with the preparation of its Bid and its participation in the bidding process.

22. Amendment of the RFP Document:

At any time before submission of proposals, the Client may amend the RFP by issuing an addendum through Department website. Any such addendum will be binding on all the bidders. To give bidders reasonable time in which to take an addendum into account in preparing their proposals, the Client may, at its discretion, extend the deadline for the submission of the proposals.

23. Confidentiality:

Information relating to evaluation of proposals and recommendations concerning awards shall not be disclosed to the bidders who submitted the proposals or to other persons not officially concerned with the process, until the publication of the award of contract. The undue use by any Consultant of confidential information related to the process may result in rejection of its proposal and may be subject to the provisions of the Client's antifraud and corruption policy. During the execution of the

assignment except with prior written consent of the Client, the consultant or its personnel shall not at any time communicate to any person or entity any confidential information acquired in the course of the contract.

24. Replacement of Key Personnel:

The key professionals to be deployed under this contract must be dedicated in nature. However, the Client reserves the right to request the Consultant to replace the assigned personnel if they are not performing to a level of satisfaction. After written notification, the Consultant will provide CV of appropriate candidates within Seven (7) days for review and approval. The Consultant must replace the personnel within seven (7) working days from the date of approval of replacement. If one or more key personnel become unavailable / leave the project for any reason midway under the contract, the Consultant must notify the Client at least fourteen (7) days in advance and obtain the approval prior to making any substitution. In notifying the Client, the Consultant shall provide an explanation of circumstances necessitating the proposed replacement and submit justification and qualification of replacement personnel in sufficient detail to permit evaluation of the impact on the engagement. Acceptance of a replacement person by the Client shall not relieve the consultant from responsibility for failure to meet the requirements of the contract.

25. Settlement of Dispute:

The Client and the agency shall make every effort to resolve amicably, by direct negotiation, any disagreement or dispute arising between them under or arising from or in connection with the contract. Disputes not so resolved amicably within 30 days of receipt of notice of such as a dispute shall be resolved by the Commissioner–cum-Secretary to Government, PR & DW Department, Government of Odisha which is binding and final.

26. Disqualification of Proposal:

- The proposal is liable to be disqualified in the following cases as listed below:
- Proposal submitted without Bid Processing Fee & EMD as applicable
- Proposal not submitted in accordance with the procedure and formats as prescribed in the RFP
- During validity of the proposal, or its extended period, if any, the bidder increases his quoted prices
- Proposal is received in incomplete form
- Proposal is received after due date and time for submission of bid
- The proposal is not accompanied by all the requisite documents / information
- A commercial bid submitted with assumptions or conditions
- Bids with any conditional technical and financial offer
- If the bidder provides any assumptions in the financial proposal or qualifies the commercial proposal with its own conditions, such proposals will be rejected even if the commercial value of such proposals is the lowest / best value
- Proposal is not properly sealed or signed

- The proposal does not conform to the requirement of the scope of the work of the assignment.
- Bidder tries to influence the proposal evaluation process by unlawful/corrupt/fraudulent means at any point of time during the bid process
- If, any of the bid documents (including but not limited to the hard and soft/electronic copies of the same, presentations during evaluation, clarifications provided by the bidder), excluding the commercial bid, submitted by the bidder is found to contain any information on price, pricing policy, pricing mechanism or any information indicative of the commercial aspects of the bid;
- Bidders or any person acting on its behalf indulges in corrupt and fraudulent practices
- Any other condition / situation which holds the paramount interest of the Client during the overall section process.

5. SECTION 3: Terms of Reference (ToR)

“Selection of Marketing/Digital Marketing Agency under ORMAS for strengthening and expansion of Rural Products Network in the Market”.

1. Introduction:

The Odisha Rural Development and Marketing Society (ORMAS), established in 1991 under the Societies Registration Act, 1860, operates under the aegis of the Panchayati Raj and Drinking Water Department, Government of Odisha. ORMAS was founded with the objective of promoting diverse rural livelihood activities by integrating farmers and artisans under a unified business framework through the formation and promotion of Community-Based Business Organizations (CBOs) across all 30 districts of Odisha.

ORMAS plays an important role in strengthening these CBOs by establishing forward and backward linkages. Its interventions include providing training, facilitating exposure visits, offering financial grants, and equipping CBOs with modern machinery, tools, and dedicated workspaces for value addition and product development. To enhance marketability, ORMAS ensures comprehensive support in branding, packaging, and certification.

Over the years, ORMAS has developed marketing channels, primarily through physical platforms such as exhibitions, corporate collaborations, intra-government partnerships, retail ventures, and bulk supply mechanisms. Further, ORMAS has recently expanded its outreach by leveraging e-commerce platforms, including Amazon, eNAM, ONDC, and GeM, to enhance market access for CBOs and their products.

To strengthen its marketing presence for different farm/nonfarm/NTFP products produced by the CBOs, ORMAS aims to improve branding, retail operations, digital marketing, and participation in national-level exhibitions.

This scope of work focuses on retail business development, e-ORMAS strategy, social media management, and exhibition planning to ensure wider reach and sustainable growth for ORMAS promoted products.

ORMAS retail outlets serve as a crucial platform for showcasing handcrafted and locally produced goods, ensuring fair market access for rural artisans and producers. With the increasing role of digital platforms in today's market, ORMAS also aims to strengthen its online presence through effective website management, search engine optimization (SEO), and social media engagement. Additionally, participating in national-level exhibitions will provide greater exposure, connect with potential buyers, and create long-term business opportunities.

By implementing a structured approach to branding, customer engagement, inventory management, and promotional campaigns, ORMAS seeks to enhance sales, build a loyal customer base, and ensure the sustainability of rural businesses.

2. Objective:

- To strengthen ORMAS's retail and business development by creating strong brand identities, improving in-store operations, and ensuring efficient inventory management. It aims to enhance customer service, establish guidelines for centralized storage, and execute promotional campaigns to expand market reach.
- To enhance ORMAS's e-commerce and digital presence by improving website usability, optimizing search engine rankings, and creating engaging content to drive online traffic.
- Through social media management, the initiative seeks to develop platform-specific content, increase audience engagement, and run targeted ad campaigns and influence collaborations. Additionally, it aims to track performance metrics and optimize digital marketing strategies for better reach and impact.
- Participation in national-level exhibitions is another crucial goal, focusing on effective branding, stall design, logistics management, and innovative product promotions. The initiative also aims to connect with bulk buyers, track sales performance, and showcase ORMAS's success stories to a wider audience.

3. Scope of Work

A- Strengthening of existing ORMAS promoted retail outlets

Our organization currently operates around 35 retail outlets, most of which are managed by women-led Community-Based Organizations (CBOs). Among them, few stores are capitalized through retail marketing schemes such as One Station One Product and AVASAR – Airport as Venue for Skilled Artisans of the Region, an initiative of the Airports Authority of India. These outlets currently lack uniformity in visual merchandising (VM), stock-keeping units (SKU), branding, packaging, and other essential retail standards.

As part of its initiative to strengthening of existing ORMAS promoted retail outlets The following key activities, among others, are expected to be carried out by the Agency:

Retail Management

1. **Developing Standard Operating Procedures (SOPs) for daily store management:** The agency to develop Standard Operating Procedures (SOPs) for the retail operators for effective daily store management. The SOP provides step-by-step instructions and guidelines to ensure consistent and efficient operations, covering areas such as store opening and closing routines, POS and inventory check, stock management, customer service protocols, cash handling and sales reconciliation, staff roles and scheduling etc.
2. **Training & Capacity Building:** The agency has to develop a staff training module for retail operators and conducts training sessions aimed at enhancing customer interaction and achieving service excellence. The training focus should be on the following parameters:
 - Polite and professional communication with customers,

- Effective handling of queries and complaints,
- Boosting customer satisfaction and loyalty,
- Hands-on training on POS systems for store staff on billing, inventory tracking, and daily sales etc.
- Other books of records like Sales Register, Stock Register, Cash Book, Bank Deposit Register etc.

The key deliverables include one Master Training Session for all retail staff to establish service standards and expectations, along with refresher training every six months to keep skills updated, reinforce best practices, and address any performance gaps.

3. **POS System Implementation and Centralized Inventory Management:** The agency to develop and implement Point of Sale (POS) systems in ORMAS promoted retail outlets to streamline sales, improve inventory tracking, and standardize operations through establishing Centralized Inventory Control System to monitor and manage stock levels across all outlets in real time. Additionally, a Master product cataloging exclusively for retail operation to be made in SKU Database to ensure uniformity in product categorization, packaging, and stockkeeping, with each outlet managing around 10–12 core SKUs. (Note: Before implementation of the initiative, the agency has to provide factual assessment report on the same).
4. **Sales Target:** The first step involves by the agency to identify the average monthly sales of each outlet before the intervention as baseline sales. Further, the TSA to ensure that, at the end of project, each outlet supported under this initiative experiences a **minimum 60–70% increase in monthly sales**, alongside visible improvements in branding, operations, and customer satisfaction—paving the way for long-term sustainability.
5. **Loyalty Programs initiative:** The agency to design and implementation of a unified customer rewards and membership system aimed at enhancing customer retention, increasing repeat purchases, and building long-term brand loyalty. This will be operationalized through one integrated loyalty program, implemented uniformly across all retail outlets while allowing for individual customer tracking and data capture. It is mandatory to maintain the store visiting customers' basic information for tracking and analysis through installed POS system.
6. **Marketing & Campaigns strategy:** The agency to develop and execute an integrated, multi-channel marketing plan that aligns promotional efforts across in-store, print, and digital platforms. The initiative envisions a unified annual marketing calendar, ensuring synchronization of brand messaging, seasonal campaigns, and customer engagement activities across all retail outlets. The key deliverables consist of:
 - a. 1 Annual Integrated Marketing Plan,
 - b. 4 Quarterly Updates to adapt to evolving market trends,

- c. A minimum of 6 print campaigns, 12 digital campaigns, and 12 event-based campaigns per outlet annually,
7. **Compliance & Security Protocols module:** The agency has to establish a comprehensive 1 framework to ensure all retail operations adhere to requisite legal, safety, and security standards. This includes the development of structured procedures to manage regulatory compliance, safeguard physical and digital store environments, and mitigate operational risks.

Visual Merchandising

1. **Unified Store Blueprint:** The agency to develop 5 standardized layout designs that will be followed across all retail outlets. It will ensure consistency in brand identity, easier setup familiar shopping experience for customers across different districts etc. The customized store layout templates will be used depending on available space or outlet type. The key elements like:
 - a. **Store Visual Merchandising:** Display techniques, color coordination, product placement, and signage to attract customers and improve sales appeal.
 - b. **Store Layout Design:** Physical arrangement of products, furniture, display units, and customer movement flow in the retail space.
2. The agency is responsible for ensuring the delivery of a **standardized trend-aligned visual identity** across all retail outlets. The agency will undertake a comprehensive monthly visual merchandising service to ensure consistency in brand aesthetics and to optimize the overall shopping experience. This includes systematic updates to window displays, shelf layouts (planograms), and other in-store visual elements aligned with seasonal trends, product campaigns, and customer engagement strategies. The deliverables include Monthly Merchandising Update per Outlet, ensuring that visual standards remain fresh, strategic, and uniformly executed across the retail network.
3. The agency will be responsible for developing store-specific merchandising strategies tailored to each outlet's unique layout, product mix, and customer behavior. This includes the design and implementation of **individualized shelves and aisle organization plans** that enhance product visibility, optimize floor space, and improve the overall shopping flow.
4. The agency has to develop and deploy **directional, promotional, and informational signage** within each outlet. The signage design and placement will be aligned with the store-specific layout plans, ensuring visual consistency, clarity, and enhanced shopper experience.

Inventory Management

1. **Developing a Centralized Warehouse + Regional Hubs Strategy:** The agency will facilitate the development of 1 Centralized Warehouse Strategy along with 3 Regional Distribution Hubs across the State. Selected ORMAS supported Community-Based Organizations (CBOs) will be assigned responsibility for inventory management. Additional manpower support may be provided by ORMAS, if deemed necessary.

2. Key activities will include:

- a. Conducting a demand and supply mapping exercise, identifying suitable locations, centralized inventory management system connected to POS systems of retail outlets, SOPs and inventory policies for SKU handling & storage, quality checks, return mechanisms, staffing plans, training modules etc.
- b. Procurement & Vendor Management Document that standardizes sourcing practices. This focuses on establishing a structured system for supplier selection (Community based business organization), defining order frequency, and ensuring timely procurement. It includes guidelines for evaluating and onboarding vendors, managing supplier relationships, and scheduling procurement cycles to prevent stockouts or overstocking.
- c. Standardized Policy for Shrinkage & Loss Prevention Plan to minimize theft, product damage, pilferage, and wastage across retail outlets.
- d. The agency has to establish automated stock replenishment protocols to ensure uninterrupted product availability across retail outlets. A Standard Reordering Policy will be developed, defining inventory thresholds, reorder triggers, lead times, and buffer stock mechanisms.

Through this initiative, the products will cater to both in-state and out-of-state markets by ensuring smooth distribution and logistics services.

Branding & Packaging

1. **Comprehensive branding initiative:** The agency will be responsible for delivering an Integrated Branding Package. This includes holistic brand development encompassing brand identity creation, logo and tagline development, and the formulation of standard branding guidelines to ensure uniformity and consistency across all retail outlets. As part of the deliverables, the TSA will design five (5) Comprehensive Branding Kits, each consisting of brand logos, color palettes, visual imagery, font families, and tone and voice guidelines. In addition, the TSA will also produce one (1) Unified Branding Guideline Document that aligns all branding elements under a cohesive strategy, applicable across the network of retail stores.
2. **Product Pricing:** The agency shall be responsible for developing pricing strategies for each retail SKU (Stock Keeping Unit) by ensuring pricing uniformity and alignment with local and national market trends to enhance sales. This includes evaluating input costs, value addition processes, market demand, and desired retail margins to ensure competitiveness in the retail market.
3. **Packaging Design & Prototyping:** The selected agency is expected to provide innovative and eco-friendly packaging solutions aligned with modern retail standards and sustainable practices. This will help in enhancing product visibility and reinforcing brand identity across all product categories. The deliverables include:

- a. Develop product-wise packaging designs across multiple product lines (farm, non-farm, and NTFP products).
 - b. Prototype and finalize eco-friendly packaging options tailored to rural and urban markets.
 - c. Ensure packaging reflects the uniform branding guidelines and is suited for both local and airport retail outlets.
 - d. Coordinate with local CBOs for design adaptation and packaging standardization.
4. The agency must ensure regulatory compliance for all product labels, adhering to FSSAI norms, legal rules, and other applicable Indian standards (like barcode, batch number, expiry, MRP, etc.). Label designs should be aesthetic and brand-aligned, reflecting the identity of Odisha's rural products.

Sales growth at the end of Project

- The agency to achieve sales growth of 30% of each retail outlet based upon current baseline sales at the end of project cycle of the appointment. Note:
 - Sale amount shall be amounting the amount before the discount, GST s any other taxes.
 - Above-mentioned sales growth is a part of the scope of work/deliverables of the appointed agency.

B- Facilitating the establishment of ORMAS retail stores at the Metro City Airports

As part of its initiative to promote products from women-led Community-Based Organizations (CBOs) engaged in the production of farm, non-farm, and Non-Timber Forest Produce (NTFP) items, the organization intends to establish retail outlets at select Metro City Airports. The following key activities, among others, are expected to be carried out by the Agency:

1. **Market research:** The agency will first conduct Market Research with a focus on Consumer Demand and Location Feasibility. This involves studying customer preferences at airports, assessing buying behaviors, and identifying suitable metro cities and airport terminals for retail setup. Factors such as passenger footfall, space availability, and customer profile will be analyzed in-depth to determine location viability. The outcome of this research will be consolidated in a Market Feasibility Report covering 5 prominent metro city airports, which will serve as a foundational document for planning further activities.
2. **Business Planning and Product Curation:** The agency to design & define the retail format best suited for airport locations. This includes identifying the type, size, and style of physical retail outlets to effectively showcase and sell products produced by women-led Community-Based Organizations (CBOs). The agency will finalize a curated list of 30 travel-friendly, high-margin SKUs—15 from the farm sector and 15 from the non-farm sector—ensuring a balance of utility, uniqueness, and aesthetic appeal. The outcome will be documented in a Master Strategy Document, comprising a

detailed Business Concept Note outlining store formats, and a SKU Curation Document tailored for each targeted airport location.

3. **Legal Compliance and Retail Licensing:** The agency to secure all necessary legal and regulatory approvals required to operate retail outlets at metro city airports. This includes obtaining trade licenses, FSSAI certification (for food products), GST registration, and specific permissions from the Airport Authority of India (AAI) or other relevant airport operators. The agency shall compile all documentation into a Compliance Dossier, which must include Business Registration Certificates, Lease or Rental Agreements, Fire Safety Certificates, Shops and Establishments Act Licenses, FSSAI Licenses (as applicable), and No Objection Certificates (NOCs) from the airport or mall authorities. This step is critical to ensure full legal preparedness before operational rollout.
4. **Retail Infrastructure and Store Layout Design:** The agency to design a unified and standardized store layout blueprint to be implemented across all airport retail outlets. A total of 5 Store Layout Designs will be developed, ensuring brand consistency while allowing flexibility based on terminal-specific space and infrastructure. The design must reflect both modern retail sensibilities and the essence of rural-origin products being showcased.
5. **Retail Management and Inventory Control System:** The agency to install an integrated Point-of-Sale (POS) and inventory management system across 5 designated airport retail outlets. This system must support real-time stock tracking, product coding, and transaction analytics to ensure operational efficiency. Additionally, a centralized inventory control system with a master SKU database shall be established to streamline inventory flow from the central warehouse and regional hubs to the outlets, ensuring product availability and smooth supply chain coordination.
6. **Facilitating Staff Hiring & Management for Retail Outlets:** The agency has to hire and train 10 Salespersons from the city, with 2 Salespersons per retail outlet, to effectively manage product sales, ensure exceptional customer service, and operate the Point-of-Sale (POS) systems proficiently. The deliverable includes the recruitment process, which will focus on sourcing and appointing qualified candidates based on specific criteria. Following the appointment, a comprehensive training program will be conducted, covering areas such as in-depth product knowledge, service excellence, POS usage, Books of Records, multilingual communication skills etc. The training will be structured to ensure that each salesperson is fully equipped to cater to diverse customers, both domestic and international, providing excellent service while promoting Odisha's rural products. Upon completion, a Training Completion Report will be submitted, documenting the training dates, progress assessments, and readiness of the Salespersons to begin their roles effectively. *The salary will be credited directly to the salespersons' accounts by ORMAS in accordance with the terms specified in the offer letter.*
7. **Product Procurement and Quality Management:** The product procurement process will focus on sourcing quality rural products through ORMAS-promoted Community-Based Organizations (CBOs). Selected vendors will be responsible for adhering to predefined quality control measures, including regular inspections and sample verification. In addition to product quality, emphasis will be placed on eco-friendly packaging solutions, accurate labeling, and standardized branding

practices for farm/non-farm/NTFP products. A comprehensive Procurement Plan and a Packaging Standard Guideline will be developed and implemented to ensure uniformity across all retail outlets. This will serve as a guiding document for both procurement teams and ORMAS CBOs to streamline sourcing, packaging, and labeling processes in alignment with ORMAS branding standards.

8. **Branding & Packaging:** The agency will be responsible for delivering an Integrated Branding Package. This includes holistic brand development encompassing brand identity creation, logo and tagline development, and the formulation of standard branding guidelines to ensure uniformity and consistency across all retail outlets. As part of the deliverables, the TSA will design five (5) Comprehensive Branding Kits, each consisting of brand logos, color palettes, visual imagery, font families, and tone and voice guidelines. In addition, the TSA will also produce one (1) Unified Branding Guideline Document that aligns all branding elements under a cohesive strategy, applicable across the network of retail stores. Additionally, a Unified Packaging & Labeling System will be implemented across all retail outlets to ensure consistency, professionalism, and recognizability of ORMAS-supported products.
9. **Marketing & Promotions:** The agency to develop Annual Integrated Marketing Plan for each outlet, detailing a campaign calendar that strategically aligns with seasonal, festive, and market-driven events. The plan will incorporate influencer tie-ups, local and digital events, and promotional activities aimed at engaging diverse customer segments. Content creation for digital and print media will highlight product stories, community impact, and the uniqueness of Odisha's rural heritage. Each outlet will implement 12 Digital Campaigns, 6 Print Campaigns, and 12 Event-Based Campaigns annually to ensure a continuous and dynamic presence in both online and offline spaces.
10. **Sales Analytics:** The agency to design and implement analytics dashboards that capture key retail metrics, including daily sales volumes, customer footfall, top-performing SKUs, and seasonal demand patterns. Deliverables include a Monthly Sales Report for each outlet, a Quarterly Demand Forecasting Report to anticipate stock requirements, and one Monthly Stock Audit to ensure accuracy and accountability in retail operations.
11. **Loyalty & Customer Retention:** The agency to develop Unified Loyalty Program includes designing and implementing a comprehensive loyalty system that tracks customer purchases and offers rewards across all retail outlets. The system will involve the creation of a centralized database to monitor customer purchase behavior and preferences. A seamless reward mechanism will be established, allowing customers to earn and redeem points or rewards consistently, regardless of which outlet they visit. The program will integrate a digital platform for easy access to reward statuses, notifications, and special offers. The system will be fully integrated with the point-of-sale infrastructure at all outlets, ensuring a smooth and unified experience for customers, aimed at increasing retention and driving repeat business.
12. **Compliance & Security Protocols module:** The agency has to establish a comprehensive 1 framework to ensure all retail operations adhere to requisite legal, safety, and security standards.

This includes the development of structured procedures to manage regulatory compliance, safeguard physical and digital store environments, and mitigate operational risks.

13. **Warehouse & Logistics:** The agency to work on logistics strategy to support the efficient distribution of SKUs from Odisha. These SKUs will cater from the development of 1 Centralized Warehouse Strategy along with 3 Regional Distribution Hubs.
14. **Pricing:** The agency to develop a structured SKU-wise pricing strategy for both farm and non-farm products to be sold at airport retail outlets. The pricing for each SKU will be formulated by carefully evaluating input costs, stages of value addition, logistic cost, prevailing market demand, and predefined target margins to ensure retail competitiveness and profitability. This strategy will be guided by a Master SKU Database consisting of 30 products (15 farm-based and 15 non-farm-based), created specifically for targeted airport retail channels.
5. **Sales growth at end of Project:** The agency to establish a robust monitoring and review mechanism to track retail performance through Sales Target vs. Achievement analysis. Year-wise benchmarks will be established, with performance targets clearly defined for the 2nd and 3rd years, allowing for progressive growth measurement and adaptive strategy formulation based on real-time insights.

C- e-Commerce/Digital Media Strategy:

ORMAS is developing an e-Commerce platform and Online MIS Platform by engaging an empaneled software developer agency to enhance market access and streamline operations. The e-Commerce module facilitates direct buyer-seller linkages, showcasing products from 30 districts, enabling bulk and retail transactions, and integrating shipment tracking of products & secure payment gateways. In this context, the organization intends to provide inputs & redesign the eCommerce website, manage content, implement SEO strategies, and monitor performance analytics. The following key activities, among others, are expected to be carried out by the Agency:

1. **Website UI/UX Optimization:**
 - a. The agency will be responsible for formulating and implementing a comprehensive Website Revamp and Design Strategy. This includes conducting one detailed Website Audit to assess the current structure, user engagement, and design efficiency. Based on the audit findings, TSA will carry out one complete UI/UX Redesign, aimed at improving user navigation, visual coherence, and overall customer experience.
 - b. The agency will propose and implement strategies to enhance user engagement and conversion on the website.
2. **Product Listing Pages:** The agency to develop Product Listings & Content, ensuring at least 300 high-quality product descriptions are uploaded to the website. TSA will also establish standardized content guidelines (brief descriptions, guiding customers towards individual product detail pages etc.) for new products across farm and non-farm product categories.

3. **Product Photography and Content Creation:** As part of the Product Listings & Content module, the agency will undertake ORMAS empaneled/hired Photography and Videography agency, delivering a minimum of 300 high-resolution images and 50 product videos. Each product will be photographed from at least six different angles to provide customers with a comprehensive view, enhancing the trust and appeal of the listings. Additionally, product videos will at least 1 minute to highlight key features of the product, use-cases, and craftsmanship, offering dynamic storytelling for better customer engagement.
4. **SEO Strategy:**
 - a. The agency has to formulate and implement SEO & Performance strategy to improve visibility and reach of Odisha's rural products. This includes developing a comprehensive On-Page and Off-Page SEO Strategy, aligned with the latest search engine algorithms and best practices. TSA will deliver one Master SEO Strategy, encompassing keyword research, metadata optimization, content alignment, backlink plans, and site performance metrics. Additionally, TSA will provide monthly updates and refinements to ensure continuous improvement in search rankings and digital performance. The goal is to drive organic traffic, increase product discoverability, and boost online sales through strategic and data-driven SEO practices.
 - b. The agency will be responsible for the consistent creation of engaging and relevant content through monthly blog development. The TSA will deliver a minimum of two high-quality blogs per month, focused on promoting Odisha's rural products, handloom, handicrafts, and food processing items. These blogs will be strategically aligned with ongoing SEO efforts, aiming to enhance keyword visibility, increase audience engagement, and position the website as a knowledge hub for authentic rural and eco-friendly products.
 - c. The agency will be responsible for setting up and integrating Google Analytics and Search Console to enable performance tracking and real-time data monitoring of the e-commerce platform. TSA will develop and maintain an **SEO Monitoring Dashboard** to track keyword rankings, organic traffic, user behavior, conversion rates, bounce rates, and other relevant KPIs.

D- Social Media Platform Management Strategy:

The agency shall manage content strategy and execution across **three key platforms – Instagram, Facebook, and LinkedIn**. Instagram and Facebook will be the primary focus for consumer engagement, brand promotion, and content delivery. LinkedIn will be utilized strategically to build business connections and strengthen institutional presence. The agency will manage content creation as per set target, track engagement metrics, and design targeted advertising campaigns. Regular audits and performance reports will ensure that social media efforts align with ORMAS's broader marketing objectives.

1. **Social Media Post:** The agency to create and manage engaging content tailored for Instagram, with posts automatically shared to Facebook. The TSA will be responsible for delivering 20 high-

quality social media posts per month that align with the brand's voice, seasonal campaigns, product promotions, and customer engagement goals.

2. **Reels and Short Video:** The agency has to develop and post 10 short-form videos (Reels) per month. These videos will be designed primarily for Instagram and Facebook platforms, ensuring cross-sharing functionality. Each video must follow the platform-specific duration guidelines—15 to 30 seconds for Instagram Reels (maximum 90 seconds) and 20 to 45 seconds for Facebook Reels (maximum 60 seconds). Content should highlight brand stories, product showcases, customer engagement, events, or behind-the-scenes footage. TSA is expected to handle scripting, shooting (if applicable), editing, and captioning to produce engaging and visually appealing videos that drive user interaction and brand recall.
3. **Social Media Story Management & Content Optimization:** The selected agency will be responsible for end-to-end management of social media stories across platforms such as Instagram and Facebook. This includes the creation and scheduling of 50 stories per month ensuring timely and strategic dissemination to maximize audience reach and engagement. The content must be concise, visually appealing, and aligned with the brand's tone and objectives.
4. **Community Engagement and Timely Response on social media:** The agency will be responsible for meaningful community engagement across all 3 targeted social media platforms. This includes timely responses to comments, direct messages, and inquiries with a response time of less than 24 hours.
5. **Influencer Marketing:** The agency shall facilitate Instagram influencer collaborations to drive brand awareness and social media growth. This includes organizing a minimum of 5 influencer tie-ups per quarter with influencers having a follower base of **50,000 to 1,00,000**. The influencers will primarily create Instagram Reels, focusing on engagement-based outcomes. ORMAS will evaluate and process payment based on performance metrics such as post views, likes, and comments. Each campaign must generate at least a 5% engagement rate, ensuring a minimum of 5,000 views and 500 interactions (likes/comments) per post to be considered successful.
6. **Ad Campaigns:**
 - a. **Google Ad Campaigns for Audience Reach and Visibility:** The agency shall be responsible for planning, executing, and monitoring Google Ads Campaigns, with the objective of maximizing audience reach and online visibility. The agency must deliver one campaign per month, each designed to generate a minimum of 50,000 impressions (unique views).
 - b. **Facebook & Instagram Advertising:** The agency shall be responsible for planning, executing, and monitoring Facebook & Instagram Ad Campaigns to boost brand awareness, engagement, and product visibility. The agency shall execute two campaigns per month, ensuring a minimum of 1,00,000 impressions per month.

- c. **Retargeting for Audience Re-Engagement:** The agency has to design and execute a Retargeting Strategy through Remarketing & Retargeting Ads to re-engage users who have previously interacted with ORMAS content or visited its digital platforms.
- d. **Ad Campaign Performance Monitoring & Reporting:** The agency shall provide comprehensive Monthly Performance Reports for all digital Ad Campaigns executed across platforms such as Facebook, Instagram, and Google. These reports must include key metrics like impressions, reach, clicks, engagement (likes/comments/shares), conversion rates, and cost per result. The agency must also provide actionable insights and recommendations based on campaign analytics.

7. Email marketing tools:

- a. **Email Newsletter Campaigns:** The agency has to design and execute 1 Email Newsletter per month to promote rural products, update subscribers about new launches, events, and other initiatives. The newsletters must be well-structured, visually appealing, mobile-friendly, and aligned with ORMAS branding. The agency will be responsible for content creation, design, scheduling, list management, and performance tracking, including open rates, click-through rates (CTR), and subscriber growth.
- b. **Promotional Email Campaigns:** The agency to develop and distribute 2 Promotional Email Campaigns per month targeting specific audiences to boost awareness and drive traffic to rural product platforms. Each campaign should highlight products, offers, and seasonal promotions using engaging content and detailed analytics reporting on open rate, CTR, bounce rate, and conversions.

8. Customer Relation Strategy:

- a. **CRM Setup and Customer Segmentation:** The agency shall be responsible for implementing a **Customer Relationship Management (CRM) system**, tailored to manage interactions and relationships with potential and existing customers of ORMAS's rural products. This includes executing 1 CRM Implementation, organizing customer data, creating relevant customer segments based on behavior, demographics, and purchasing patterns, and ensuring integration with email, website, and social media platforms.
- b. The scope of work for this segment encompasses a comprehensive approach to managing social media platforms, developing an effective Customer Relationship Management (CRM) strategy, implementing abandoned cart recovery campaigns, and creating automated monthly campaigns. The social media management will focus on crafting engaging content, maintaining platform consistency, and increasing brand visibility. The CRM strategy will aim to enhance customer engagement, retention, and conversion through personalized communication and data-driven insights. Abandoned cart recovery campaigns will be designed to re-engage customers who leave items in their carts, utilizing timely and compelling reminders to drive conversions. Additionally, automated monthly

campaigns will be developed to maintain consistent customer touchpoints, ensuring sustained brand interaction and loyalty.

E- National Level Exhibition Management:

The agency will be responsible for providing inputs like exhibition planning, branding, and marketing support, ensuring ORMAS's stalls are visually appealing and strategically positioned. The work order for the same will be issued by ORMAS office through tender process.

1. **Development of Exhibition SOPs:** The agency to develop a comprehensive Master Strategy Document detailing standard operating procedures (SOPs) for all aspects of exhibition management. This includes guidelines for planning, execution, monitoring, and post-event actions to ensure consistency and quality across all national-level exhibitions.
2. **National Exhibition Selection and Planning:** This activity includes identifying and recommending 12 suitable national-level exhibitions annually, with detailed rationale aligned to product promotion for ORMAS CBOs. Market research will guide participation decisions based on relevance, audience profile, and potential outreach impact.
3. **International Exhibition Identification:** The agency has to identify 2 international-level exhibitions per year for ORMAS CBO participation. The process involves analyzing global markets, aligning product themes with international trends, and presenting a rationale for participation in terms of export potential and brand visibility.
4. **Development of Stall Design:** The agency will be responsible for conceptualizing and developing 5 unique stall designs for exhibitions that reflect the brand identity of ORMAS. These stall designs must be visually appealing, thematically consistent with the brand ethos, and adaptable for different exhibition spaces and layouts. The designs should focus on optimal product placement, engaging visitor experience, and clear brand messaging. Each design will be finalized after receiving approval from ORMAS and will serve as a reference template for future exhibitions.
5. **Branding & Marketing Support:** The agency will design and print high-quality brochures, catalogs, promotional posters, and banners including backdrop and standees customized for each exhibition. Materials must align with brand identity and communicate key messages effectively. Timely delivery ahead of the exhibition is mandatory to facilitate pre-event promotion and stall decoration.
6. **Digital Promotion & Social Media Pre-Buzz:** The agency to create and publish 5–10 engaging social media posts/stories per day starting 5 days prior to the event. This includes digital flyers, countdowns, speaker/product teasers, press releases, and announcements. The objective is to build awareness, generate visitor interest, and increase digital footfall leading up to the exhibition.
7. **Pre-Exhibition Logistics Planning:** The agency will be responsible for preparing a comprehensive logistics and stock planning sheet per exhibition, ensuring a minimum of 5 SKU categories per event. This includes transportation coordination, packaging, timely dispatch, and arrival of materials and product samples. A logistics calendar and contingency plan must be shared in advance.

- 8. Staff Training & Engagement Support:** The agency to conduct staff training sessions prior to the event. This includes preparing sales scripts, handling FAQs, and conducting role-play/mock demo sessions. Live demonstration schedules should be created to facilitate smoother product presentations and customer interaction.
- 9. Stall Setup & Product Display Strategy:** The agency has to manage the complete physical setup of stalls, including customized branding, product placement layouts, lighting, and signages. The display must ensure maximum visibility, ease of navigation, and an aesthetic arrangement aligned with brand and product categories.
- 10. Daily Sales Tracking System:** The agency must collect, consolidate, and submit daily sales data to designated authorities. This should include category-wise breakup, inventory status, and customer footfall count.
- 11. On-Site Promotions & Customer Engagement:** The agency must devise and implement promotional strategies such as special offers, discounts, lucky draws, and giveaways to attract visitors. The plan should be shared in advance and executed onsite in coordination with exhibition staff.
- 12. Buyer-Seller Networking Sessions:** Facilitate structured networking sessions between rural producers and potential buyers/retailers. Feedback and lead data should be recorded.
- 13. Live Social Media Updates & Digital Engagement:** During the event, 5–10 posts/stories per day should be shared across social platforms showcasing live product demos, testimonials, stall activities, and highlights. The content must reflect real-time engagement and brand consistency.
- 14. Customer Testimonials & Feedback Collection:** The agency will be responsible for collecting a minimum of 20 customer testimonials per event. These can be written, video, or digital feedback forms. Testimonials should capture customer experience, product feedback, and suggestions.
- 15. Post-Event Sales & Inventory Report:** A consolidated report detailing total sales (category-wise), leftover inventory, bestsellers, and logistics return plan must be prepared and submitted within 7 days of the exhibition's conclusion.
- 16. Event ROI Analysis:** The agency has to conduct an event-wise ROI analysis considering sales revenue, customer leads, digital engagement metrics, and footfall data. The analysis should help assess performance and inform future strategies.
- 17. Post-Event Lead Management & Follow-Ups:** Collect and maintain a database of at least 100 qualified leads per event. Ensure categorization (buyers, partners, general visitors) and initiate follow-ups via email.
- 18. Thank-You Email Campaign:** Execute a thank-you email campaign targeting a minimum of 1000 visitors and buyers per event. The email must include personalized gratitude notes, event recap, product catalog links, and contact details for follow-up queries.

19. **Post-Event Social Media Wrap-Up:** The agency will publish 5 posts per day for 2 consecutive days post-event capturing event highlights, testimonials, crowd moments, and performance summary. These posts should serve as a closure to the campaign and sustain digital engagement.
20. **Blog/Website Content Update:** A key-takeaway article summarizing the exhibition must be published on the official website/blog. This includes visitor insights, outcomes, bestsellers, and learnings from the event, supported by visuals and quotes.

F- **Organization of Exhibition in Metro Cities of India:**

The proposed exhibition in a metro city aims to showcase and promote diverse rural and handcrafted products promoted by ORMAS to a wider urban audience. This initiative is designed not only to facilitate market linkage for rural producers but also to enhance the visibility and branding of indigenous products at a national level. To ensure the smooth execution and success of this event, the agency will be responsible for providing inputs including ground booking, event planning, branding, product display, digital marketing, monitoring, and compliance. The additional expenditure towards booking the exhibition space, including the cost of all stalls, electricity charges, and any other applicable expenses, will be borne by ORMAS. The following key activities, among others, are expected to be carried out by the Agency:

1. **Venue Finalization:** The agency to identify and finalize a suitable exhibition venue or market space in the metro city, capable of hosting product sales and display activities along with accommodation facilities. This includes evaluating infrastructure, accessibility, and logistical feasibility. The agency must ensure all basic facilities are available and submit the approved agreement copy confirming booking of the venue for 1 annual exhibition accommodating at least 100 stalls.
2. **Design & Creative Promotion:** The agency has to conceptualize and design all visual branding elements such as posters, banners, brochures, and digital graphics aligned with the exhibition theme. The agency must print, deliver, and install these materials at the venue ahead of time.
3. **Product Display Curation:** The agency to support product selection for display and sales for the finalized venue. A detailed plan for each of the 100 stalls should be prepared, focusing on optimal product visibility, category grouping, and buyer engagement. The deliverable includes a comprehensive display strategy customized per stall.
4. **Pre-Event Digital Promotion:** Five days before the event, the agency has to execute a digital promotion campaign across social platforms. This includes developing 5–10 engaging posts or stories per day that feature event teasers, brand highlights, and countdowns. The content should drive awareness and footfall by generating curiosity and anticipation.
5. **Live Social Media Engagement:** During the exhibition, the agency has to execute a digital promotion campaign across social platforms. This includes 5–10 daily posts or stories showcasing live activities, visitor interactions, and product displays. The focus is to boost engagement and reflect on-the-ground energy to a wider digital audience.

6. **Post-Event Highlights & Wrap-Up:** After the event concludes, the agency will run a digital wrap-up campaign with 5 posts per day over 2 days. This content must feature event highlights, customer testimonials, behind-the-scenes moments, and overall success narratives to extend the event's visibility and preserve momentum.
7. **Monitoring & Performance Reporting:** Throughout the event, the agency will record daily sales figures, visitor footfall, and stall-level performance metrics. This includes preparing monitoring reports and a comprehensive final report detailing outcomes, trends, and insights that can support future planning and stakeholder reporting.
8. **Regulatory & Legal Compliance:** The agency must obtain all necessary permissions from municipal/local authorities, coordinate event insurance, and ensure compliance with health and safety norms. The final deliverables include copies of permissions, insurance documents, and a complete compliance checklist confirming adherence to legal requirements.

Key Deliverables:

As per the ToR the selected agency needs to comply following deliverables such as:

A. Strengthening of existing ORMAS promoted retail outlets.

SI No	Activity Name	Macro Area	Micro Area	Deliverables
1	Retail Management	Retail Operations Strategy	Standard operating procedures (SOPs) for daily store management.	1 Master Strategy Document
2	Retail Management	Customer Service Training	Staff training module on customer interaction and service excellence.	1 Master Training Session + Refresher every 6 months
3	Retail Management	POS + Inventory System	Integrated POS and inventory management system including real-time stock tracking, product coding, and transaction analytics for seamless operations.	POS System Implementation in each Outlets + 1 Centralized Inventory Control System + 1 Master SKU Database (10–12 SKUs per Outlet)
4	Retail Management	Sales Analytics Hub	Centralized sales and inventory analytics system offering dashboards for sales trends, footfall, demand forecasting, and stock audits.	Monthly Report per Outlet (Sales & Demand Insights) + Quarterly Forecasting Report + Monthly Stock Audit Report
5	Retail Management	Loyalty Programs	Designing and implementing customer rewards and membership programs	1 Unified Loyalty Program. A single system across all outlets with individual tracking.
6	Retail Management	Marketing Campaigns &	Integrated marketing plan covering in-store promotions, print collateral development, and external digital/media campaigns through a unified calendar.	1 Annual Integrated Marketing Plan + 4 Quarterly Updates; Minimum 6 Print, 12 Digital & 12 Event Campaigns per Outlet Annually
7	Retail Management	Compliance & Security Protocols	Development of module for Ensuring legal, safety, and security measures for retail operations.	1 Compliance & Security Manual
8	Visual Merchandising	Store Layout Design	Unified store blueprint across all retail outlets	5 Store Layout Design
9	Visual Merchandising	Unified Visual Merchandising	Comprehensive monthly merchandising service including window display refresh, shelf layout updates (planograms), and trend-based visual adjustments.	1 Monthly Merchandising Update per Outlet (Including Window Display + Planogram)
10	Visual Merchandising	Shelf & Aisle Organization	Merchandising strategy per outlet.	Store-Specific Plans

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SI No	Activity Name	Macro Area	Micro Area	Deliverables
11	Visual Merchandising	In-Store Signage & Branding	Directional, promotional, and informational signage.	As per store layout plan
12	Inventory Management	Stock Replenishment Guidelines	Automated rules for refilling stock.	1 Standard Reordering Policy
13	Inventory Management	Warehouse & Storage Optimization	Efficient distribution network.	1 Centralized Warehouse Strategy + 3 Regional Hubs
14	Inventory Management	Supplier & Procurement Strategy	Supplier selection and order frequency guidelines.	1 Procurement & Vendor Management Document
15	Inventory Management	Shrinkage & Loss Prevention Plan	Strategies to reduce theft, damage, and wastage.	1 Standardized Policy
16	Branding & Packaging	Integrated Branding Package	Holistic brand development includes brand identity, logo & tagline creation, and standard branding guidelines to ensure consistency across outlets.	5 Comprehensive Branding Kit (logos, colors, imagery, fonts, voice and tone) and 1 Unified Branding Guideline
17	Branding and Packaging	Packaging Design & Prototyping	Innovative and eco-friendly packaging solutions.	Packaging Designs Across Product Lines (Based upon Product Category Wise)
18	Pricing	Retail SKU-wise Pricing Strategy	Develop pricing for each product SKU by considering input costs, value addition, market demand, and target margin to ensure competitiveness in retail.	Based upon created Master SKU Database (10–12 SKUs per Outlet)
19	Branding and Packaging	Product Labeling & Compliance	Ensuring regulatory compliance for product labeling.	Standardized Labels for All Products
20	Monitoring & Review	Sales Target vs. Achievement Monitoring	Regular review of actual sales vs. targets with course correction strategies along with maintenance of customer/buyer data.	Sales growth of 100% at the end of Project Cycle

B. Facilitating the establishment of ORMAS retail stores at the Metro City Airports

SI No	Macros	Micros	Description	Deliverables
1	Market Research	Consumer Demand & Location Feasibility	Study customer preferences at airports; identify suitable metro cities and airport terminals based on footfall, space availability, and buyer profiles	Market Feasibility Report of Retail stores in 5 Metro city Airports

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SI No	Macros	Micros	Description	Deliverables
2	Business Planning and Product Curation	Store Concept & Product Category Finalization	Define retail format (Type, size, and style of a physical retail outlet for display and sell products; select 30 travel-friendly, high-margin SKUs combining farm and non-farm products	1 Master Strategy Document (Business Concept Note with Store Format + SKU Curation Document for each targeted Airports (Farm- 15 & Nonfarm- 15)
3	Legal Compliance and Retail Licensing	Retail License & Airport Retail Permits	Secure trade licenses, FSSAI, GST, AAI or airport authority permissions	Compliance Dossier with Legal Clearances (Business Registration Certificates, Lease or Rental Agreement, Fire Safety Certificate, Shops and Establishments Act License, FSSAI License (if selling food products), Airport Authority or Mall NOC (No Objection Certificate etc.)
4	Retail Setup	Store Layout Design	Unified store blueprint across all retail outlets	5 Store Layout Designs
5	Retail Management	POS + Inventory System	Integrated POS and inventory management system including real-time stock tracking, product coding, and transaction analytics for seamless operations.	POS System Implementation 4 Outlets with 1 Centralized Inventory Control System having Master SKU Database
6	Staff Hiring & Management	Staff Hiring, Multilingual Training, Customer Service	Hire and train retail staff in product knowledge, service excellence, POS use, and language skills	Appointment of 8 Salespersons@2 per outlet along with submission imparting training + Training Completion Report
7	Product Procurement and Quality Management	Vendor Sourcing & Quality Control	Engage ORMAS CBOs for sourcing; ensure quality checks, eco-packaging, and labeling	Procurement Plan + Packaging Standard Guide
8	Branding & Packaging	Brand Identity, Packaging, Labeling	Develop outlet-specific branding; ensure compliant, eco-friendly packaging and product labeling	5 Comprehensive Branding Kit (logos, colors, imagery, fonts, voice and tone) and 1 Unified Branding Guideline; Packaging Designs Across Product Lines (Based upon finalized SKUs)

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SI No	Macros	Micros	Description	Deliverables
9	Pricing	Retail SKU-wise Pricing Strategy	Develop pricing for each product SKU by considering input costs, value addition, market demand, and target margin to ensure competitiveness in retail.	Based upon creating Master SKU Database for each targeted Airport Outlet (Farm- 15 & Non-farm- 15)
10	Marketing & Promotions	Campaign Calendar, Events, Influencer Tie-Ups	Plan & execute promotions, influencer campaigns, and festive events; develop marketing content	Annual Integrated Marketing Plan + 12 Digital, 6 Print & 12 Event Campaigns per outlet annually
11	Sales Analytics	Sales Tracking & Demand Forecasting	Setup analytics dashboards for tracking daily sales, footfall, top SKUs, and forecasting trends	Monthly Report per Outlet + Quarterly Forecasting Report + 1 Monthly Stock Audit
12	Visual Merchandising	Store Layout, Shelf Planograms, Window Display	Monthly updates to visual merchandising including trends, shelf & display layouts	Store-Specific Plans
13	Loyalty & Customer Retention	Unified Loyalty Program	Design and implement a loyalty system with customer purchase tracking and rewards	1 Unified Loyalty Program across all outlets
14	Compliance & Safety	SOPs for Safety, Theft Prevention, Staff Conduct	Develop retail SOPs and ensure regular audits on security, hygiene, and customer safety	1 Compliance & Security Manual
15	Warehouse & Logistics	Distribution Network for SKUs from Odisha	Optimize warehousing in Odisha and create regional hubs near metro cities for stock movement	Products will cater from the development of 1 Centralized Warehouse Strategy along with 3 Regional Distribution Hubs
16	Monitoring & Review	Sales Target vs. Achievement Monitoring	Regular review of actual sales vs. targets with course correction strategies.	2nd year target - 3rd year target -

C. E-Commerce/Digital Media Strategy

Selection of Marketing/Digital Marketing Agency under ORMAS for strengthening and expansion of Rural Products Network in the Market

SI No	Micros	Description	Deliverables
1	Website UI/UX Optimization	Website Revamp & Design Strategy	1 Website Audit + 1 UI/UX Redesign
2	Website UI/UX Optimization	Page Speed & Mobile Optimization	1 Optimization Report
3	Product Listings & Content	Product Descriptions & Listings	Minimum 300 Product Descriptions & Guideline for new products
4	Product Listings & Content	Product Photography & Videos	Minimum 300 Images & Minimum 50 Product Videos
5	SEO & Performance	On-Page & Off-Page SEO Strategy	1 Master SEO Strategy + Monthly Updates
6	SEO & Performance	Blog & Content Development	2 Blogs per Month
7	SEO & Performance	Google Search & Web Analytics Setup	Google Analytics & SEO Monitoring Dashboard

D. Handling of ORMAS Social Media Platform Management:

SI No	Micros	Description	Deliverables
1	Content Creation (Instagram post shared to Facebook)	Social Media Posts	20 Posts per Month
2	Content Creation (Instagram post shared to Facebook)	Reels/Short Videos	10 Videos per Month (120 Annually) and the Video Length by Instagram Reels: 15 to 30 seconds (Max: 90 seconds) and Facebook Reels: 20 to 45 seconds (Max: 60 seconds)
3	Content Creation (Instagram post shared to Facebook)	Social Media Stories	50 Stories per Month (600 Annually) and the description in the stories must be short, engaging, and action-driven to capture audience attention.
4	Platform Management	Targeted platforms	3 Platforms (Instagram + Facebook is focused while LinkedIn is used as business connection)

Selection of Marketing/Digital Marketing Agency under ORMAS for strengthening and expansion of Rural Products Network in the Market

SI No	Micros	Description	Deliverables
5	Platform Management	Community Engagement	Response Time < 24 Hours
6	Influencer Marketing	Facilitate Influencer Collaborations on Instagram Reels for Brand awareness and social media growth	5 Influencer Tie-Ups per Quarter and payment will be paid by ORMAS based upon engagement like see the post, like and comments (20 Collaboration with influencer having 50k to 1L followers create minimum 5% conversions rate – Minimum 5000 people see the post, Minimum 500 engage (likes/comments))
7	Performance Metrics	Social Media Growth & Analytics	Monthly Engagement Reports
8	Performance Metrics	Social Media ROI Measurement	Quarterly Performance Report
9	Ad Campaigns	Google Ads Campaigns	1 Campaign per Month (12 Annually) Minimum 50,000 Impressions (People Seeing the Ad)
10	Ad Campaigns	Facebook & Instagram Ads	2 Campaigns per Month (24 Annually) Minimum 1,00,000 Impressions (People Seeing the Ad)
11	Retargeting Strategy	Remarketing & Retargeting Ads	Ongoing Monthly Retargeting
12	Campaign Performance	Ad Campaign Reports	Monthly Performance Reports
13	Email Marketing	Monthly Email Newsletters	1 per Month (12 Annually)
14	Email Marketing	Promotional Email Campaigns	2 per Month (24 Annually)
15	CRM Strategy	Customer Segmentation & CRM Setup	1 CRM Implementation
16	CRM Strategy	Abandoned Cart Recovery Campaigns	Automated Monthly Campaigns
17	Analytics & Reporting	Monthly Digital Performance Report	12 Reports Annually
18	Analytics & Reporting	ROI Calculation & Strategy Adjustments	Quarterly Strategy Review

E. National Level Exhibition Management:

SI No	Micros	Description	Deliverables
1	Exhibition Operations Strategy (Pre-Exhibition Preparation)	Standard operating procedures (SOPs) for Exhibition management.	1 Master Strategy Document
2	Strategic Planning & Market Research (Pre-Exhibition Preparation)	List of recommended national level exhibitions with rationale with respect to Product promotion (ORMAS CBO Participation)	National level exhibition participation (12 Annually)
3	Strategic Planning & Market Research (Pre-Exhibition Preparation)	List of recommended international level exhibitions with rationale with respect to Product promotion (ORMAS CBO Participation)	International exhibition participation (2 Annually)
4	Branding & Marketing Support (Pre-Exhibition Preparation)	Development of stall design aligned with brand identity.	Development of 5 stall design
5	Branding & Marketing Support (Pre-Exhibition Preparation)	Development of brochures, catalogs, banners, posters etc.	Event based Development of brochures, catalogs, banners, posters etc.
6	Branding & Marketing Support (Pre-Exhibition Preparation)	Development of digital promotions, including social media announcements and press releases.	Event based on 5-10 posts/stories per day before 5 days of inauguration
7	Logistics & Coordination (Pre-Exhibition Preparation)	Logistics plan and transportation schedule.	Event based on Development of Stock Planning & Logistics (Minimum 5 SKU per exhibition)
8	Staff Training & Engagement (Pre & On-Site Handholding Support)	Train exhibition staff to handle inquiries, networking, and sales pitches & conduct mock sessions for better engagement.	Event-based staff training with pre-prepared sales scripts & Live demonstrations schedule.

Selection of Marketing/Digital Marketing Agency under ORMAS for strengthening and expansion of Rural Products Network in the Market

SI No	Micros	Description	Deliverables
9	Stall Setup & Product Display (On-Site Handholding Support)	Stall Setup & Product Display	Event based stall setup with branding & Product placement strategy for maximum visibility
10	On-Site Execution	Daily Sales Tracking System	Event based automated reports per event day
11	On-Site Execution	Special Offers, Giveaways, and Discounts	Event-based strategy
12	On-Site Execution	Buyer-Seller Networking Sessions	Event-based strategy
13	On-Site Execution	Live Social Media Updates & Engagement	Event based on 5-10 posts/stories per day
14	On-Site Execution	Customer Testimonials & Feedback Collection	20+ testimonials per event
15	Post-Exhibition Activities	Consolidated Sales & Inventory Report	1 Consolidated Sales & Inventory Report per event
16	Post-Exhibition Activities	ROI Analysis of Event Participation	Event based ROI analysis
17	Post-Exhibition Activities	Post-Event Customer Database & Follow-Ups	Minimum 100 leads per event
18	Post-Exhibition Activities	Thank-You Email Campaign for Visitors & Buyers	Minimum 1000 emails to visitors & Buyers per event
19	Post-Exhibition Activities	Social Media Wrap-Up Post with Event Highlights	Event based on 5 post per day for 2 Days after post event
20	Post-Exhibition Activities	Website/Blog Update with Key Takeaways	1 post per event

6. SECTION 4: Technical Bid Submission Forms

TECH -1

COVERING LETTER

(ON BIDDERS LETTER HEAD)

[Location, Date]

To:

The Chief Executive Officer

ORMAS, Panchayati Raj & Drinking Water Department

Bhubaneswar - 751001

Sub: Selection of Marketing/Digital Marketing Agency under ORMAS for strengthening and expansion of Rural Products Network in the Market. [TECHNICAL BID]

Dear Sir,

I, the undersigned, offer to participate in the selection process for _____ in accordance with your RFP No.: _____, dated _____. We are hereby submitting our Bid, which includes Technical Bid and Financial Bid (separately).

I hereby declare that all the information and statements made in this Technical Bid and Financial Bid are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our Bid. I confirm that this Bid will remain binding upon us and may be accepted by you at any time before the validity of the bid.

I hereby unconditionally undertake to accept all the terms and conditions as stipulated in the RFP document. In case any provision of this RFP is found violated, then your department shall without prejudice to any other right or remedy be at liberty to reject our Bid including forfeiture of the full said earnest money deposit absolutely.

I remain,

Yours faithfully,

Authorized Signatory with Date and Seal:

Name and Designation: _____

Address of the Bidder: _____

Selection of Marketing/Digital Marketing Agency under ORMAS for strengthening and expansion of Rural Products Network in the Market

TECH -2

Bidder's Organisation (General Details)

SL No	Description	Full Details
1	Name of the Bidder	
2	Address for communication: Tel	
3	Name of the authorized person signing & submitting the bid on behalf of the Bidder: Mobile No. : Email id :	
4	Registration / Incorporation Details Registration No: Date & Year. :	
5	Local office in Bhubaneswar If Yes, Please furnish contact details	Yes / No
6	Bid Processing Fee Details Amount :	
7	EMD Details Amount :	
8	PAN Number	
9	Goods and Services Tax Identification Number (GSTIN)	
10	Willing to carry out the assignment as per the scope of work of RFP	YES
11	Accept all the terms and conditions as specified in the RFP	YES

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

Selection of Marketing/Digital Marketing Agency under ORMAS for strengthening and expansion of Rural Products Network in the Market

TECH -3

Bidder Organisation (Financial Details)

Financial Information in INR			
Details	FY 2021-22	FY 2022-23	FY 2023-24
Annual Turnover in INR			
Supporting Documents: Audited certified financial statements for the last three (Submission of copies of Income & Expenditure Statement and Balance Sheet for the respective financial years is mandatory along with this form). Provisional Audit report for any of the FYs is not acceptable. <i>Filled in information in this format must have to be jointly certified and sealed by the CA and the authorized representative of the bidder and to be furnished in original along with the technical Bid failing which the Bid will be out rightly rejected.</i>			

Signature and Seal of the Chartered Accountant with Date in original .

Authorized Signatory [In full initials with Date and Seal]: _____

Communication Address of the Bidder: _____

Selection of Marketing/Digital Marketing Agency under ORMAS for strengthening and expansion of Rural Products Network in the Market

TECH - 4

(BIDDER'S PAST EXPERIENCE DETAILS)

(List of assignments only of similar nature during last 5 years)

Sl. no.	Name of the Client (Central Govt / State Govt or similar institutions)	Nature of the assignment Digital marketing Management	Duration of Assignment (In month)	Value of Contract (in Lakh)	Date of Completion of assignment	Remarks if any
A	B	C	D	E	F	G
1						
2						
3						
4						
5						

The bidder may enlist their relevant experience in the last 5 years for technical marking purposes. Supporting documents must be attached.

Note: Information not conforming to the above format will be treated as non-responsive. Copies of the Work order / Contract Document / Completion Certificate from the previous Clients need to be furnished along with the above information.

Authorized Signatory [In full initials with Date and Seal]: _____

Communication Address of the Bidder: _____

**Selection of Marketing/Digital Marketing Agency under ORMAS for strengthening and expansion
of Rural Products Network in the Market**

TECH - 5

UNDERTAKING

(In Bidders Letter Head)

I, hereby undertake that, our organization has not been blacklisted / debarred by any of the Central / State Government Department/ Office or by any Public Sector Undertaking (PSUs) and not blacklisted by any authority as on date of bid submission.

Yours sincerely,

Authorized Signature [In full and initials]

Name and Designation of the Signatory: Name of the Bidder and Address:

Selection of Marketing/Digital Marketing Agency under ORMAS for strengthening and expansion of Rural Products Network in the Market

7. SECTION 5: Financial Bid

COVERING LETTER (In Bidders Letter Head)

[Location, Date]

To,

Chief Executive Officer

ORMAS, Panchayati Raj & Drinking Water Department,

Government of Odisha, Bhubaneswar, 751012

Sub: Selection of Marketing/Digital Marketing Agency under ORMAS for strengthening and expansion of Rural Products Network in the Market.

Sir,

I, the undersigned, offer to provide the consulting services for [Insert title of assignment] in accordance with your RFP No. _____, Dated: _____. Our attached Financial Bid is for the sum of [Insert amount(s) in words and figures]. This amount is inclusive of all the applicable taxes as per the GST Act. I do hereby undertake that, in the event of acceptance of our bid, the services shall be provided in respect to the terms and conditions stipulated in the RFP document. Segment wise rate as per format (Annexure-A to Annexure-E) given in the RFP documents are given below:

Selection of Marketing/Digital Marketing Agency under ORMAS for strengthening and expansion of Rural Products Network in the Market		
Sl. No.	Deliverable Headers	Total Cost (INR)
A.	Strengthening of existing ORMAS promoted retail outlets	
B.	Facilitating the establishment of ORMAS retail stores at Metro City Airports	
C.	E-Commerce/Digital Media Strategy	
D.	Handling ORMAS Social Media Platform Management	
E.	National Level Exhibition Management	
Total Quoted amount excluding GST		
Add :-GST (CGST + SGST) – 18%		
Grand Total Quoted Amount including GST		
Rupees in words _____ including GST		

Yours faithfully,

Authorized Signatory [In full initials]:

Name and Designation of Signatory with Date and Seal:

8. ANNEXURE

Annexure-A

SI No	Activity Name	Macro Area	Micro Area	Deliverables	Cost/Unit	Total Cost
1	Retail Management	Retail Operations Strategy	Standard operating procedures (SOPs) for daily store management.	1 Master Strategy Document		
2	Retail Management	Customer Service Training	Staff training module on customer interaction and service excellence.	1 Master Training Session + Refresher in every 6 months		
3	Retail Management	POS + Inventory System	Integrated POS and inventory management system including real-time stock tracking, product coding, and transaction analytics for seamless operations.	POS System Implementation in each Outlets + 1 Centralized Inventory Control System + 1 Master SKU Database (10–12 SKUs per Outlet)		
4	Retail Management	Sales Analytics Hub	Centralized sales and inventory analytics system offering dashboards for sales trends, footfall, demand forecasting, and stock audits.	Monthly Report per Outlet (Sales & Demand Insights) + Quarterly Forecasting Report + Monthly Stock Audit Report		
5	Retail Management	Loyalty Programs	Designing and implementing customer rewards and membership programs	1 Unified Loyalty Program. A single system across all outlets with individual tracking.		

Selection of Marketing/Digital Marketing Agency under ORMAS for strengthening and expansion of Rural Products Network in the Market

SI No	Activity Name	Macro Area	Micro Area	Deliverables	Cost/Unit	Total Cost
6	Retail Management	Marketing Campaigns	Integrated marketing plan covering in-store promotions, print collateral development, and external digital/media campaigns through a unified calendar.	1 Annual Integrated Marketing Plan + 4 Quarterly Updates; Minimum 6 Print, 12 Digital & 12 Event Campaigns per Outlet Annually		
7	Retail Management	Compliance & Security Protocols	Development of module for Ensuring legal, safety, and security measures for retail operations.	1 Compliance & Security Manual		
8	Visual Merchandising	Store Layout Design	Unified store blueprint across all retail outlets	5 Store Layout Design		
9	Visual Merchandising	Unified Visual Merchandising	Comprehensive monthly merchandising service including window display refresh, shelf layout updates (planograms), and trend-based visual adjustments.	1 Monthly Merchandising Update per Outlet (Including Window Display + Planogram)		
10	Visual Merchandising	Shelf & Aisle Organization	Merchandising strategy per outlet.	Store-Specific Plans		
11	Visual Merchandising	In-Store Signage & Branding	Directional, promotional, and informational signage.	As per store layout plan		
12	Inventory Management	Stock Replenishment Guidelines	Automated rules for refilling stock.	1 Standard Reordering Policy		
13	Inventory Management	Warehouse & Storage Optimization	Efficient distribution network.	1 Centralized Warehouse Strategy + 3 Regional Hubs		

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SI No	Activity Name	Macro Area	Micro Area	Deliverables	Cost/Unit	Total Cost
14	Inventory Management	Supplier & Procurement Strategy	Supplier selection and order frequency guidelines.	1 Procurement & Vendor Management Document		
15	Inventory Management	Shrinkage & Loss Prevention Plan	Strategies to reduce theft, damage, and wastage.	1 Standardized Policy		
16	Branding & Packaging	Integrated Branding Package	Holistic brand development including brand identity, logo & tagline creation, and standard branding guidelines to ensure consistency across outlets.	5 Comprehensive Branding Kit (logos, colors, imagery, fonts, voice and tone) and 1 Unified Branding Guideline		
17	Branding and Packaging	Packaging Design & Prototyping	Innovative and eco-friendly packaging solutions.	Packaging Designs Across Product Lines (Based upon Product Category Wise)		
18	Pricing	Retail SKU-wise Pricing Strategy	Develop pricing for each product SKU by considering input costs, value addition, market demand, and target margin to ensure competitiveness in retail.	Based upon created Master SKU Database (10–12 SKUs per Outlet)		
19	Branding and Packaging	Product Labeling & Compliance	Ensuring regulatory compliance for product labeling.	Standardized Labels for All Products		
20	Monitoring & Review	Sales Target vs. Achievement Monitoring	Regular review of actual sales vs. targets with course correction strategies along with maintenance of customer/buyer data.	Sales growth of 100% at the end of Project Cycle		

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Annexure-B

SI No	Macros	Micros	Description	Deliverables	Cost/Unit	Total Cost
1	Market Research	Consumer Demand & Location Feasibility	Study customer preferences at airports; identify suitable metro cities and airport terminals based on footfall, space availability, and buyer profiles	Market Feasibility Report of Retail stores in 5 Metro city Airports		
2	Business Planning and Product Curation	Store Concept & Product Category Finalization	Define retail format (Type, size, and style of a physical retail outlet for display and sell products; select 30 travel-friendly, high-margin SKUs combining farm and non-farm products	1 Master Strategy Document (Business Concept Note with Store Format + SKU Curation Document for each targeted Airports (Farm- 15 & Non-farm- 15)		
3	Legal Compliance and Retail Licensing	Retail License & Airport Retail Permits	Secure trade licenses, FSSAI, GST, AAI or airport authority permissions	Compliance Dossier with Legal Clearances (Business Registration Certificates, Lease or Rental Agreement, Fire Safety Certificate, Shops and Establishments Act License, FSSAI License (if selling food products), Airport Authority or Mall NOC (No Objection Certificate etc.)		
4	Retail Setup	Store Layout Design	Unified store blueprint across all retail outlets	5 Store Layout Designs		

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SI No	Macros	Micros	Description	Deliverables	Cost/Unit	Total Cost
5	Retail Management	POS + Inventory System	Integrated POS and inventory management system including real-time stock tracking, product coding, and transaction analytics for seamless operations.	POS System Implementation 4 Outlets with 1 Centralized Inventory Control System having Master SKU Database		
6	Staff Hiring & Management	Staff Hiring, Multilingual Training, Customer Service	Hire and train retail staff in product knowledge, service excellence, POS use, and language skills	Appointment of 8 Salespersons@2 per outlet along with submission imparting training + Training Completion Report		
7	Product Procurement and Quality Management	Vendor Sourcing & Quality Control	Engage ORMAS CBOs for sourcing; ensure quality checks, eco-packaging, and labeling	Procurement Plan + Packaging Standard Guide		
8	Branding & Packaging	Brand Identity, Packaging, Labeling	Develop outlet-specific branding; ensure compliant, eco-friendly packaging and product labeling	5 Comprehensive Branding Kit (logos, colors, imagery, fonts, voice and tone) and 1 Unified Branding Guideline; Packaging Designs Across Product Lines (Based upon finalized SKUs)		
9	Pricing	Retail SKU-wise Pricing Strategy	Develop pricing for each product SKU by considering input costs, value addition, market demand, and target margin to ensure competitiveness in retail.	Based upon creating Master SKU Database for each targeted Airport Outlet (Farm- 15 & Non-farm- 15)		
10	Marketing Promotions &	Campaign Calendar, Events, Influencer Tie-Ups	Plan & execute promotions, influencer campaigns, and festive events; develop marketing content	Annual Integrated Marketing Plan + 12 Digital, 6 Print & 12 Event Campaigns per outlet annually		

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SI No	Macros	Micros	Description	Deliverables	Cost/Unit	Total Cost
11	Sales Analytics	Sales Tracking & Demand Forecasting	Setup analytics dashboards for tracking daily sales, footfall, top SKUs, and forecasting trends	Monthly Report per Outlet + Quarterly Forecasting Report + 1 Monthly Stock Audit		
12	Visual Merchandising	Store Layout, Shelf Planograms, Window Display	Monthly updates to visual merchandising including trends, shelf & display layouts	Store-Specific Plans		
13	Loyalty & Customer Retention	Unified Loyalty Program	Design and implement a loyalty system with customer purchase tracking and rewards	1 Unified Loyalty Program across all outlets		
14	Compliance & Safety	SOPs for Safety, Theft Prevention, Staff Conduct	Develop retail SOPs and ensure regular audits on security, hygiene, and customer safety	1 Compliance & Security Manual		
15	Warehouse & Logistics	Distribution Network for SKUs from Odisha	Optimize warehousing in Odisha and create regional hubs near metro cities for stock movement	Products will cater from the development of 1 Centralized Warehouse Strategy along with 3 Regional Distribution Hubs		
16	Monitoring & Review	Sales Target vs. Achievement Monitoring	Regular review of actual sales vs. targets with course correction strategies.	2nd year target - 3rd year target -		

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Annexure-C

SI No	Micros	Description	Deliverables	Cost/Unit	Total Cost
1	Website UI/UX Optimization	Website Revamp & Design Strategy	1 Website Audit + 1 UI/UX Redesign		
2	Website UI/UX Optimization	Page Speed & Mobile Optimization	1 Optimization Report		
3	Product Listings & Content	Product Descriptions & Listings	Minimum 300 Product Descriptions & Guideline for new products		
4	Product Listings & Content	Product Photography & Videos	Minimum 300 Images & Minimum 50 Product Videos		
5	SEO & Performance	On-Page & Off-Page SEO Strategy	1 Master SEO Strategy + Monthly Updates		
6	SEO & Performance	Blog & Content Development	2 Blogs per Month		
7	SEO & Performance	Google Search & Web Analytics Setup	Google Analytics & SEO Monitoring Dashboard		

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Annexure-D

SI No	Micros	Description	Deliverables	Cost/Unit	Total Cost
1	Content Creation (Instagram post shared to Facebook)	Social Media Posts	20 Posts per Month		
2	Content Creation (Instagram post shared to Facebook)	Reels/Short Videos	10 Videos per Month (120 Annually) and the Video Length by Instagram Reels: 15 to 30 seconds (Max: 90 seconds) and Facebook Reels: 20 to 45 seconds (Max: 60 seconds)		
3	Content Creation (Instagram post shared to Facebook)	Social Media Stories	50 Stories per Month (600 Annually) and the description in the stories must be short, engaging, and action-driven to capture audience attention.		
4	Platform Management	Targeted platforms	3 Platforms (Instagram + Facebook is focused while LinkedIn is used as business connection)		
5	Platform Management	Community Engagement	Response Time < 24 Hours		
6	Influencer Marketing	Facilitate Influencer Collaborations on Instagram Reels for Brand awareness and social media growth	5 Influencer Tie-Ups per Quarter and payment will be paid by ORMAS based upon engagement like see the post, like and comments (20 Collaboration with influencer having 50k to 1L followers create minimum 5% conversions rate – Minimum 5000 people see the post, Minimum 500 engage (likes/comments))		

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SI No	Micros	Description	Deliverables	Cost/Unit	Total Cost
7	Performance Metrics	Social Media Growth & Analytics	Monthly Engagement Reports		
8	Performance Metrics	Social Media ROI Measurement	Quarterly Performance Report		
9	Ad Campaigns	Google Ads Campaigns	1 Campaign per Month (12 Annually) Minimum 50,000 Impressions (People Seeing the Ad)		
10	Ad Campaigns	Facebook & Instagram Ads	2 Campaigns per Month (24 Annually) Minimum 1,00,000 Impressions (People Seeing the Ad)		
11	Retargeting Strategy	Remarketing & Retargeting Ads	Ongoing Monthly Retargeting		
12	Campaign Performance	Ad Campaign Reports	Monthly Performance Reports		
13	Email Marketing	Monthly Newsletters Email	1 per Month (12 Annually)		
14	Email Marketing	Promotional Campaigns Email	2 per Month (24 Annually)		
15	CRM Strategy	Customer Segmentation & CRM Setup	1 CRM Implementation		
16	CRM Strategy	Abandoned Cart Recovery Campaigns	Automated Monthly Campaigns		

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SI No	Micros	Description	Deliverables	Cost/Unit	Total Cost
17	Analytics & Reporting	Monthly Digital Performance Report	12 Reports Annually		
18	Analytics & Reporting	ROI Calculation & Strategy Adjustments	Quarterly Strategy Review		

Annexure-E

SI No	Micros	Description	Deliverables	Cost/Unit	Total Cost
1	Exhibition Operations Strategy (Pre-Exhibition Preparation)	Standard operating procedures (SOPs) for Exhibition management.	1 Master Strategy Document		
2	Strategic Planning & Market Research (Pre-Exhibition Preparation)	List of recommended national level exhibitions with rationale with respect to Product promotion (ORMAS CBO Participation)	National level exhibition participation (12 Annually)		
3	Strategic Planning & Market Research (Pre-Exhibition Preparation)	List of recommended international level exhibitions with rationale with respect to Product promotion (ORMAS CBO Participation)	International exhibition participation (2 Annually)		
4	Branding & Marketing Support (Pre-Exhibition Preparation)	Development of stall design aligned with brand identity.	Development of 5 stall design		

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SI No	Micros	Description	Deliverables	Cost/Unit	Total Cost
5	Branding & Marketing Support (Pre-Exhibition Preparation)	Development of brochures, catalogs, banners, posters etc.	Event based Development of brochures, catalogs, banners, posters etc.		
6	Branding & Marketing Support (Pre-Exhibition Preparation)	Development of digital promotions, including social media announcements and press releases.	Event based on 5-10 posts/stories per day before 5 days of inauguration		
7	Logistics & Coordination (Pre-Exhibition Preparation)	Logistics plan and transportation schedule.	Event based on Development of Stock Planning & Logistics (Minimum 5 SKU per exhibition)		
8	Staff Training & Engagement (Pre & On-Site Handholding Support)	Train exhibition staff to handle inquiries, networking, and sales pitches & conduct mock sessions for better engagement.	Event-based staff training with pre-prepared sales scripts & Live demonstrations schedule.		
9	Stall Setup & Product Display (On-Site Handholding Support)	Stall Setup & Product Display	Event based stall setup with branding & Product placement strategy for maximum visibility		
10	On-Site Execution	Daily Sales Tracking System	Event based automated reports per event day		
11	On-Site Execution	Special Offers, Giveaways, and Discounts	Event-based strategy		

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SI No	Micros	Description	Deliverables	Cost/Unit	Total Cost
12	On-Site Execution	Buyer-Seller Networking Sessions	Event-based strategy		
13	On-Site Execution	Live Social Media Updates & Engagement	Event based on 5-10 posts/stories per day		
14	On-Site Execution	Customer Testimonials & Feedback Collection	20+ testimonials per event		
15	Post-Exhibition Activities	Consolidated Sales & Inventory Report	1 Consolidated Sales & Inventory Report per event		
16	Post-Exhibition Activities	ROI Analysis of Event Participation	Event based ROI analysis		
17	Post-Exhibition Activities	Post-Event Customer Database & Follow-Ups	Minimum 100 leads per event		
18	Post-Exhibition Activities	Thank-You Email Campaign for Visitors & Buyers	Minimum 1000 emails to visitors & Buyers per event		
19	Post-Exhibition Activities	Social Media Wrap-Up Post with Event Highlights	Event based on 5 post per day for 2 Days after post event		
20	Post-Exhibition Activities	Website/Blog Update with Key Takeaways	1 post per event		

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9. Bid Submission Check List

SI No	Description	Submitted (Yes/No)	Page No.
TECHNICAL BID			
(PART – A)			
1	Covering Letter (TECH -1)		
2	Bid Processing Fee of Rs. 11,800/- /- (date and online number)		
3	EMD of Rs. 1,00,000/- (date and online number)		
4	Copy of Certificate of Incorporation / Registration of the Bidder		
5	Copy of PAN		
6	Copy of Goods and Services Tax Identification Number (GSTIN)		
7	General Details of the Bidder (TECH - 2)		
9	Financial details (Turnover) of the bidder (TECH – 3) along with all the supportive documents such as copies of Income-Expenditure Statement and Balance Sheet for the concerned period		
10	List of completed assignments of similar nature (Past Experience Details) (TECH – 4) along with the copies of work orders for the respective assignments		
11	Undertaking for not have been blacklisted by any Central / State Government/any Autonomous bodies as on date of bid submission. (Tech-5)		
12	Filled in Bid Submission Check List		
FINANCIAL BID			
(PART -B)			
1	Covering Letter (Section-5)		
2	Deliverables Annexure-A To E		

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of Rural Products Network in the Market**

Undertaking:

- *All the information have been submitted as per the prescribed format and procedure.*

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

Name and Designation with Date and Seal: _____

Signature: _____

******* End of the Document*******