



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

**ORMAS**  
BHUBANESWAR

No.3278

Date:26/11/2021

### **REQUEST FOR PROPOSAL**

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

**Odisha Rural Development & Marketing Society (ORMAS)**, Panchayati Raj & DW Department, Govt. of Odisha invites sealed proposals from eligible bidders to carry out “**Selection of Technical Support Agency (TSA) to provide forward linkage support system in the promotion and marketing of Women SHG made product for the Department of Mission Shakti, Govt. of Odisha**”. Bidders fulfilling the prescribed eligibility criteria of the RFP can access and download the complete RFP Document and other details from

[www.ormas.org/olm.nic.in/missionshakti.odisha.gov.in](http://www.ormas.org/olm.nic.in/missionshakti.odisha.gov.in)

The bid calendars under the end to end process are:

Sl. No.	List of Key Events	Critical Dates
1	Date of Issue of RFP	29 <sup>th</sup> November'2021
2	Last Date for Submission of Bid	20 <sup>th</sup> December'2021, 2 pm
3	Date of Opening of Technical Bid	20 <sup>th</sup> December'2021, 3pm
4	Date of Opening of Financial Bid	27 <sup>th</sup> December '2021, 12 Noon (Tentative)

The proposal complete in all respects must reach the undersigned by **Speed Post/ Registered Post/Drop in the Tender Box** only latest by **20<sup>th</sup> December'2021, 2 pm** in a sealed envelope clearly mentioning on the top of it “**REQUEST FOR PROPOSAL – Selection of Technical Support Agency (TSA) to provide forward linkage support system in the promotion and marketing of Women SHG made product for the Department of Mission Shakti, Govt. of Odisha**”. The proposals received beyond the last date and time will be rejected. The authority reserves the right to reject any/ all proposals without assigning any reason thereof.

Sd/-

**Chief Executive Officer**

**CC:** To the Notice Board of PR & DW Department, Government of Odisha/ORMAS/SIRD&PR/OLM/Mission Shakti and webhosting of the same in ORMAS/SIRD &PR website for wide publicity.

## **REQUEST FOR PROPOSAL**

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



**Odisha Rural Development and Marketing Society  
Panchayati Raj and Drinking Water Department**

*creating competence and values in rural Odisha*

**Odisha Rural Development and Marketing Society  
Panchayati Raj & Drinking Water Department, Government of Odisha  
SIRD & PR Campus, Unit – VIII, Bhubaneswar, Odisha – 751012  
Tel # 0674-2565870/71, E-mail: [ormashq@gmail.com](mailto:ormashq@gmail.com), URL: [www.ormas.org](http://www.ormas.org)**

**29<sup>th</sup> November'2021**

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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 Technical Support Agency for the purpose through this RFP.

**BIDDER DATA SHEET**

Sl. No.	Particular	Details
1.	Name of the Client	Odisha Rural Development & Marketing Society (ORMAS), Panchayati Raj & DW Department, Govt. of Odisha
2.	Method of Selection	Quality and Cost Based Selection (QCBS) Method
3.	Availability of RFP Document	<a href="http://www.ormas.org/olm.nic.in/missionshakti.odisha.gov.in">www.ormas.org/olm.nic.in/missionshakti.odisha.gov.in</a>
4.	Date of Issue of RFP	29 <sup>th</sup> November 2021
5.	Deadline for Submission of Pre-Proposal Query	6 <sup>th</sup> December 2021
6.	Pre-Bid Meeting through virtual/ Offline mode	7 <sup>th</sup> December 2021 @ 4 P.M. (The link will be shared in the ORMAS website in case of virtual meeting. )
7.	Last Date for submission of Proposal	20 <sup>th</sup> December 2021 @ 2 P.M.
8.	Date of opening of Technical Proposal	20 <sup>th</sup> December 2021 @ 3 P.M.
9.	Date of Technical Proposal Presentations	24 <sup>th</sup> December 2021 @ 3 P.M ( Tentative)
10.	Date of opening of Financial Proposal	27 <sup>th</sup> December 2021 @ 3 P.M ( Tentative)
11.	Issue of Work Order	Will be intimated later on
12.	Expected Date of Commencement of Assignment	1 <sup>st</sup> Week of January 2022
13.	Bid Processing Fee (Non-Refundable)	INR11,800/- (Rupees Eleven Thousand eight hundred only) (including GST) in the form of demand draft drawn in favor of "ORMAS" drawn in any Scheduled Commercial Bank payable at Bhubaneswar.  The Bid Processing Fee shall be submitted along with the 1 <sup>st</sup> Inner Envelope of the Technical Proposal.
14.	Bid Security Declaration	All bidders will be required to submit a bid security declaration as provided in TECH 10 of this document
15.	Contact Person	Shri Keshaw Chandra Jha, Deputy CEO (Livelihoods & Value Chain), ORMAS

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

		Mobile No. 8249594867
16.	<b>Address for Submission of Proposal</b>	Chief Executive Officer, Odisha Rural Development & Marketing Society SIRD & PR Campus, Unit-8, Bhubaneswar, Odisha, Pin Code: 751012 E-mail:- <a href="mailto:ormashq@gmail.com">ormashq@gmail.com</a>
17.	<b>Place of Opening of Proposal:</b>	<b>Conference Hall of ORMAS, SIRD &amp; PR Campus, Unit-8, Bhubaneswar</b>

*For details please visit:* [www.ormas.org/olm.nic.in/missionshakti.odisha.gov.in](http://www.ormas.org/olm.nic.in/missionshakti.odisha.gov.in)

**SECTION: 1**

**LETTER OF INVITATION**

## LETTER OF INVITATION

RFP No: 3278

Dated: 26/11/2021

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

1. **ORMAS**, Govt. of Odisha (The Client) invites sealed proposal from eligible bidder under the process for “**Selection of Technical Support Agency (TSA) to provide forward linkage support system in the promotion and marketing of Women SHG made products for the Department of Mission Shakti, Govt. of Odisha**”. More details on the proposed study are provided at **Section-3: Terms of Reference (ToR)** of this RFP Document.
2. A bidder will be selected under **QCBS Selection** procedure as prescribed in the RFP Document in accordance with the policies and procedures accompanying the “**Guidelines for Engagement of Consultants and Outsourcing of Services**” circulated vide Office Memorandum No. 37323/F, Dated: 30.11.2018 of Finance Department, Govt. of Odisha.
3. The proposal complete in all respect as specified in the RFP Document must be accompanied with a **Non- refundable** amount of **Rs. 11,800/- (Rupees Eleven Thousand Eight Hundred only)** towards **Bid Processing Fee** in favor of “**ORMAS**”, drawn in any scheduled commercial bank and payable at Bhubaneswar, Odisha failing which the bid will be rejected.
4. The proposal must be delivered at the specified address as per the Bidder Data Sheet by **Speed post/ Registered Post/ Drop in the Tender Box** only. The Client shall not be responsible for postal delay or any consequence. Submission of proposal through any other mode will be rejected.
5. The last date and time for submission of proposal complete in all respects is **Dt. 20.12.2021 up to 2 PM** and the date of opening of the technical proposal is **Dt 20.12.2021 at 3 PM** in the presence of the bidder’s representative at the specified address as mentioned in the Bidder Data Sheet (**Sl. no.16**). Representatives of the bidders may attend the meeting with due authorization letter on behalf of the bidder.
6. This RFP includes following sections:



- a. Letter of Invitation [**Section – 1**]
  - b. Information to the Bidder [**Section – 2**]
  - c. Terms of Reference [**Section – 3**]
  - d. Technical Proposal Submission Forms [**Section – 4**]
  - e. Financial Proposal Submission Form (**Section –5**)
  - f. Annexure (**Section – 6**)
7. 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/data included in this RFP. The Client reserves the right to accept / reject any / all proposals / cancel the entire selection process at any stage without assigning any reason thereof.

**Sd/-**  
**Chief Executive Officer**  
**ORMAS**

**SECTION: 2**

**INFORMATION TO THE BIDDER**

### 1. Eligibility Criteria:

Before opening and evaluation of the technical proposals, each bidder will be assessed based on the following 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.

**Table-1**

Sl. No.	Eligibility Criteria	Supporting Documents
i.	The Bidder must be a company incorporated under the Companies Act or a limited liability Partnership Firm registered under Limited Liability Partnership Act 2008/ Partnership / society registration Act registered in India under relevant law with a track <b>record</b> of providing services for at least 10 years as on March 31, 2021.	Registered Certificates
ii.	The bidder must be registered with GST, EPF, PAN and up-to-date IT return for three years (FY 2018-19, 2019-20, 2020-21)	<ul style="list-style-type: none"> <li>• GST Registration Certificate</li> <li>• EPF Registration Certificate with number.</li> <li>• PAN copy</li> <li>• IT Return for last 3 Years as on 31.03.2021</li> </ul>
iii.	The Bidder should have an average turnover of minimum INR 3 Crore during three financial years as on 31.03.2021 in India.	Copy of the Audited Balance sheet and Profit & Loss Account; Showing the Consulting services for last three FY as on 31.03.2021
iv.	The Bidder should have at least 10 years of experience in marketing of artisan/SHG made products such as handloom, handicrafts, food items, household supplies etc. in different platforms.	Copy of Work Oder/MoU /Certificate.
v.	The Bidder must have specific experience of at least one similar assignment such as capacity building, operations, e-commerce, ERP systems etc. towards technical support, with	Copy of Work Oder/MoU/ Certificate

Sl. No.	Eligibility Criteria	Supporting Documents
	contract value not less than INR 15 lakhs in last 10 years as on last due date of the RFP.  Externally Aided Projects/any State/Central government shall be given added advantage.	
vi.	Bidder should not have been blacklisted by any Govt. Organization/ Government Entity/ Government Company in the last 5 years.	Self-declaration must be attached.
vii.	Consortium/ Joint Venture	Not Allowed/ Not Applicable
viii.	Bidder must submit the Bid Declaration in lieu of EMD (Bid Security) and Bid Processing Fees of Rs. 11,800/- including GST. Bid Processing fee is non-refundable.	1. Bid Processing fee must be furnished in shape of A/c payee Demand Draft from any scheduled Commercial Bank 2. EMD: Bid Declaration must be given in prescribed format as per the notification of Finance Department Notification No. 8943, Dtd. 18.03.2021. Exemption rule is not applicable here.

**2. Documents / Formats needs to be submitted along with TECHNICAL PROPOSAL :**

The bidder has to furnish the following documents duly signed in along with their

- Technical Proposal: Filled in Bid Submission Check List in Original (**Annexure-I**)
- Covering letter (**TECH – 1**) on bidder's letterhead requesting to participate in the selection process.
- Bid Processing Fee as applicable.
- Copy of Certificate of Incorporation/Registration. Copy of PAN.
- Copy of Goods and Services Tax Identification Number (GSTIN).
- Copies of IT Return & Turn over for the last three years (**2018-19 ,2019-20, 2020-21**).
- General Details of the Bidder (**TECH – 2**).

- Financial Details of the bidder (**TECH – 3**) along with all the supportive documents as applicable duly signed as per the instruction.
- Power of Attorney (**TECH – 4**) in favor of the person signing the bid on behalf of the bidder or Board of Directors
  - List of assignments of similar nature (Past Experience Details, **TECH – 5**) alongwith copies of contracts / work orders / completion certificate from previous Clients.
  - Self-Declaration regarding Conflict of Interest and Bidder should not have been blacklisted by any Govt. Organization/ Government Entity / Government Company in the last 5 years. (**TECH - 6**)

***Bidders should submit the required supporting documents as mentioned above. Bids not conforming to the eligibility criteria and non-submission of required documents as listed above will lead to rejection of the bid. Submission of forged documents will also result in rejection of the bid. Bidders are advised to study all instructions, forms, terms & conditions and other important information as mentioned in the RFP Document. The proposal must be completed in all respect, indexed, paged and spiral bound. Each page should be numbered and signed by the authorized representative.***

### **3. Bid Processing Fee :**

The bidder must furnish as part of technical proposal, the required bid processing fee amounting to **Rs. 11,800/- (Rupees Eleven Thousand Eight Hundred Only)** in shape of DD/BC from any scheduled commercial bank in favor of “**ORMAS**” payable at Bhubaneswar. Proposals received without bid processing fee will be out rightly rejected.

### **4. Bid Security Declaration:**

All bidders will be required to submit a bid security declaration as provided in TECH 10 of this document. Any Bidder violating the stipulated conditions in the Bid Security Declaration will be suspended for a period of one year.

### **5. Validity of the Proposal:**

Proposals shall remain valid for a period of **180 (One Hundred Eighty) days** from the date of opening of the technical proposal. The Client reserves the rights to reject a proposal valid for a shorter period as non-responsive and will make the best efforts to finalize the selection process and award of the contract within the bid validity period. The bid validity period may be extended on mutual consent.

## 6. **Pre -Proposal Meeting**

Bidders are allowed to submit their queries in respect of the RFP and other details if any, to ORMAS through e-mail at [ormashq@gmail.com](mailto:ormashq@gmail.com) till **06.12.2021**. Clarifications to the above will be uploaded in the ORMAS website / clarified through email to the respective bidders for the purpose of preparation of the proposal. Request for alternation / change in existing terms and conditions of the RFP will not be considered / entertained.

The Pre-proposal meeting shall be held on 7th December 2021 @ 4 P.M. (The link will be shared in the ORMAS website in case of virtual meeting)

## 7. **Submission of Proposal:**

Bidder must submit their proposals by **Registered Post / Speed Post/Drop in the Tender Box** only to the specified address on or before the last date and time for submission of proposals as mentioned in Bidder Data Sheet. The Client will not be responsible for postal delay / any consequence in receiving of the proposal. The proposal must have to be submitted in two parts. Each part should be separately bound with no loose sheets. Each page of the two parts should be page numbered and in conformation to the eligibility qualifications and clearly indicated using an index page. The Client will not consider any proposal that arrives after the deadline as prescribed in the Bidder Data Sheet. Any Proposal received after the deadline will be out rightly rejected by the Client.

The procedure for submission of the proposal is described below:

### i) **Technical Proposal (Original 1 Copy):**

The envelope containing technical proposal shall be sealed and superscripted as “**Technical Proposal – Selection of Technical Support Agency (TSA) to provide forward linkage support system in the promotion and marketing of Women SHG made products for the Department of Mission Shakti, Govt. of Odisha.**” and to be furnished inside one envelope. The duly filled-in technical proposal submission forms, with all the supportive documents and information have to be furnished as part of technical proposal.

### ii) **Financial Proposal (Original):**

The envelope containing financial proposal shall be sealed and superscripted as “**Financial Proposal – Selection of Technical Support Agency (TSA) to provide forward linkage support system in the promotion and marketing of Women SHG made products for the Department of Mission Shakti, Govt. of Odisha**”. The duly filled-in financial proposal submission forms should contain the detail price offer for the proposed assignment and to be furnished as per the prescribed format only.

The "**Technical Proposal**" and "**Financial Proposal**" must have to be submitted in two separate sealed envelopes (with respective marking in bold letters) along with the prescribed formats/information mentioned in the RFP Document. The first envelope must be marked as "**TECHNICAL PROPOSAL (Selection of Technical Support Agency (TSA) to provide forward linkage support system in the promotion and marketing of Women SHG made products for the Department of Mission Shakti, Govt. of Odisha)**".

The second envelope must be marked as "**FINANCIAL PROPOSAL (Selection of Technical Support Agency (TSA) to provide forward linkage support system in the promotion and marketing of Women SHG made products for the Department of Mission Shakti, Govt. of Odisha)**" and it should contain Financial Proposal only. Both the above envelopes have to be sealed and placed inside a third main envelope with proper labeling of following information in bold:

**NAME OF THE ASSIGNMENT:**  
**RFP NUMBER AND DATE:**  
**NAME OF THE BIDDER:**  
**DEADLINE FOR SUBMISSION OF BID:**  
**NAME AND ADDRESS OF THE BIDDER:**

*Any deviation from the prescribed procedures / information / formats / conditions shall result in out-right rejection of the proposal. All the pages of the proposal have to be sealed and signed by the authorized representative of the bidder. Bids with any conditional offer shall be out rightly rejected. All pages of the proposal must have to be sealed and signed by the authorized representative of the bidder. Any conditional bids will be rejected.*

#### **8. Opening of the proposal:**

The FIRST ENVELOPE containing **TECHNICAL PROPOSAL** will be opened in the initial stage by the Client in presence of the bidder's representatives at the location, date specified in the Bidder Data Sheet. The Client will constitute a Consultant Evaluation Committee (CEC) to evaluate the proposals submitted by bidders. Only one representative with proper authorization letter from the participating bidder will be allowed to attend the bid opening meeting.

The SECOND ENVELOPE containing **FINANCIAL PROPOSAL** only of the **technically qualified bidders** will be opened after completion of technical evaluation stage. The date for opening of the financial proposal will be intimated accordingly to the technically qualified bidders, well in advance.

## 9. Evaluation of Proposal:

A Three stage evaluation process will be conducted as explained below for evaluation of the proposals:

- **Eligibility Evaluation (1<sup>st</sup> Stage):** Preliminary evaluation of the proposals will be done to determine whether the proposal comply to the prescribed eligibility
- condition and the requisite documents / information have been properly furnished by the bidder or not. Submission of following documents / information will be verified:
  - Filled in Bid Submission Check List in Original (**Annexure-I**)
  - Covering letter (**TECH A – 1**) on bidder's letterhead requesting to participate in theselection process.
  - Bid Processing Fee as applicable.
  - Copy of Certificate of Incorporation/ Registration.
  - Copy of PAN
  - Copy of Goods and Services Tax Identification Number (GSTIN)
  - Copies of IT Return for the last three years (**2018-19, 2019-20 & 2020-21**).
  - General Details of the Bidder (**TECH – 2**).
  - Turn over for the last three years (**2018-19, 2019-20 & 2020-21**).Financial Details of the bidder (**TECH – 3**) along with all the supportive documents as applicable duly signed and certified as per the instruction.
  - Power of Attorney (**TECH – 4**) in favor of the person signing the bid on behalf of the bidder.
  - List of assignments of similar nature (Past Experience Details, **TECH – 5**) along with copies of contracts / work orders / completion certificate from previous Clients.
- - Self-Declaration regarding Conflict of Interest and Bidder should not have been blacklisted by any Govt. Organization/ Government Entity / Government Company in the last 5 years. (**TECH - 6**)
  - Duly filled in Technical Proposal Forms (**TECH - 7 to 10**)
  - All the pages of the proposal and enclosures/attachments are signed by the authorized representative of the bidder.

***\* Bids not complying to any of the above requirement, will be out rightly rejected at the discretion of the Client's authority.***



- **TECHNICAL EVALUATION (2<sup>nd</sup> Stage):** Technical proposal will be opened and evaluated for those bidders, who qualify the Eligibility evaluation stage.

Detailed evaluation process as per the following parameters will be adopted for evaluation of the proposals.

**Table-2**

Sl. No.	Parameters	Total/ Maximum Marks
1	Bidder's average annual turnover in India in these three financial years ending 31 March 2021 shall be minimum INR 03 Crores or above. INR >03 Cr - INR 10 Cr = 5 Marks INR > 10 Cr- INR 50 Cr= 7 Marks More than INR 50 Cr= 10 Marks	10
2	The Bidder should have at least 10 years of experience in marketing of artisan/SHG made products such as handloom, handicrafts, food items, household supplies etc. in different platforms.  <b>Each relevant experience shall carry 3 marks for each year.</b>	30
3	The Bidder must have specific experience of similar assignments such as capacity building, operations, e-commerce, ERP systems etc. towards technical support, with contact value not less than INR 15 lakhs in last 10 years as on last due date of the RFP. <b>Each relevant assignment shall carry 5 marks for each assignment.</b>	15
4	The agency having similar projects in Externally Aided Project/ World Bank/ UN projects/Government projects in any State shall be given added advantage. <b>If yes = 5 marks , If no = 0 mark</b>	5
5	<b>Presentation</b>	40
	The bidders may be invited for a Power Point presentation in front of the committee to be formed by ORMAS to evaluate the presentation. Presentation should highlight;  1. One Best practice in past for Value Chain Development & Forward Linkages & Inventory management.	

Sl. No.	Parameters	Total/ Maximum Marks
	2. Review mechanism for completion of key deliverables as per the time line fixed. 3. Models to secure and retain professionals 4. One model (methodology) to be adopted in this project for marketing & value chain development of Producer's Companies.	
	Total	<b>100</b>

**\* Bidders who secure minimum 70 marks from the total (100 marks) in the technical proposal will be considered for financial evaluation.**

**Note:**

- a. Similar assignment: The Technical Support experiences shall be considered for this model of assignment. Supply of Manpower/ recruiting/ outsourcing/ staffing shall not be considered.
- b. Extension/ renewal of existing Contract shall not be treated as multiple assignment and multiple years of experience.
- c. The bids found insufficient/ unsatisfactory/ indicative proof of documents during scrutiny shall be rejected. No clarification shall be sought from the Client in this regard for any addition or deletion.
- d. The work Order/ Agreement/ Contract in form of LoA/ LOI/ Consent Letter/ Offer letter without value and time period shall not be considered for evaluation.
- e. Projects/ assignments repeating in multiple section shall be considered once in their respective section/ criteria

□ **FINANCIAL EVALUATION (3<sup>rd</sup> Stage):**

- a. 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.
- b. 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.

## **10. Evaluation Process:**

**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 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:

$$T = 80, \text{ and}$$

$$P = 20$$

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.

For the purpose of evaluation, the total evaluated cost shall be inclusive of Remuneration cost and overhead expenses for which the Client will make payment to the consultant.

## **11. Performance Bank Guarantee: (PBG)**

Within 7 days of notifying the acceptance of a proposal for award of contract, each qualified bidder shall have to furnish a Performance Bank Guarantee amounting to **3% of the contract value** from a scheduled commercial bank situated in Bhubaneswar in favor of "**ORMAS**", as per the format at **Annexure- II**, for a period of three months beyond the entire contract period (i.e. PBG must be valid for 24 months from the date of effectiveness of the contract and a claim period of 12 months over and above the BG expiry date as its commitment to perform services under the contract. Failure to comply with the requirements shall constitute sufficient grounds for the forfeiture of the PBG. The PBG shall be released immediately after three months of expiry of contract provided there is no breach of contract on the part of the qualified bidder. No interest shall be paid on the PBG.

## **12. Contract Negotiation:**

Contract negotiation, if required will be held at a date, time and address as intimated to the selected bidder/s. The bidder will, as a pre-requisite for attendance at the negotiations, confirm availability of all the proposed staff for the assignment. Representative 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.

## **13. 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 of the contract, no variation or modification of the terms of the contract shall be made except by written amendment signed by both the parties. ***Sub-contracting / outsourcing of any form shall not be allowed for any activities under this RFP.***

## **14. Conflict of Interest:**

Conflict of interest exists in the event of:

- (i) conflicting assignments, typically monitoring and evaluation/environmental assessment of the same project by the eligible bidder;
- (ii) Consultants, agencies or institutions (individuals or organizations) who have a business or family relation with the Client directly or indirectly; and
- (iii) 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.

### **15. 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:
  - a 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 including 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.

### **16. Anti-corruption Measure:**

- a. Any effort by Bidder(s) to influence the Client in the evaluation and ranking of financial proposals, and recommendation for award of contract, will result in the rejection of the proposal.
- b. A recommendation for award of Contract shall be rejected if it is determined that the recommended 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.

### **17. Language of Proposals:**

The proposal and all related correspondence exchanged between the bidder and the Client shall be written in the **English** language. Supporting documents and printed literature that are part of the proposal may be in another language provided they are accompanied by an accurate translation of the relevant passages in English with self-certification for accuracy, in which case, for the purposes of interpretation of the Proposal, the translated version shall govern.

**18. Cost of bidding:**

The Bidder shall bear all costs associated with the preparation and submission of its proposal. The Client shall not be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process. Bidder/s is/are not allowed to submit more than one proposal under the selection process. Alternate bids are also not allowed.

**19. Legal Jurisdiction:**

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

**20. Governing Law and Penalty Clause:**

The schedule given for delivery is to be strictly adhered to in view of the strict time schedule. Any unjustified and unacceptable delay in delivery shall render the bidder liable for liquidated damages and thereafter the Client holds the option for cancellation of the contract for pending activities and complete the same from any other agency. The Client may deduct such sum from any money from their hands due or become due to bidder. The payment or deduction of such sums shall not relieve the bidder from his obligations and liabilities under the contract. The rights and obligations of the Client and the bidder under this contract will be governed by the prevailing laws of Government of India / Government of Odisha. Failure on bidder's part to furnish the deliverables as per the agreed timeline will enforce a penalty @ **0.5% per week subject to maximum of 10% of the total contract value**. The amount will be deducted from the subsequent payment. In addition, the PBG amount shall also be forfeited. The decision of the authority placing the contract, whether the delay in development has taken place on account of reasons attributed to the bidder shall be final.

**21. 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.

**22. Amendment of the RFP Document:**

At any time before submission of proposals, the Client may amend the RFP by issuing an addendum through ORMAS 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. Client's right to accept any proposal, and to reject any or all proposal/s**

The Client reserves the right to accept or reject any proposal, and to annul or amend the bidding / selection / evaluation process and reject all proposals at any time prior to award of contract award, without assigning any reason there of and thereby incurring any liability to the bidders.

**24. Copyright, Patents and Other Intellectual Proprietary Rights:**

ORMAS, Government of Odisha shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, copyrights and trademarks, with regard to documents and other materials which bear a direct relation to or are prepared or collected in consequence or in the course of the execution of this contract. At the Client's request, the Consultant shall take all necessary steps to submit them to the Client in compliance with the requirements of the contract.

**25. Force Majeure:**

For purpose of this clause, "Force Majeure" means an event beyond the control of the agency and not involving the agency's fault or negligence and not foreseeable. Such events may include, but are not restricted, wars or revolutions, fires, floods, riots, civil commotion, earthquake, epidemics or other natural disasters and restriction imposed by the Government or other bodies, which are beyond the control of the agency, which prevents or delays the execution of the order by the agency. If a force Majeure situation arises, the agency shall promptly notify Client in writing of such condition, the cause thereof and the change that is necessitated due to the condition. Until and unless otherwise directed by the Client in writing, the Agency shall continue to perform its obligations under the contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event. The agency shall advise Client in writing, the beginning and the end of the above causes of delay, within seven days of the occurrence and cessation of the Force Majeure condition. In the event of a delay lasting for more than one month, if arising out of causes of Force Majeure, Client reserve the right to cancel the contract without any obligation to compensate the agency in any manner for whatsoever reason.



## **26. Settlement of Disputes:**

The Client and the Consultant shall make every effort to resolve amicably, by direct informal negotiation, any disagreement or dispute arising between them under or arising from or in connection with the Contract within thirty (30) days from the commencement of such informal negotiation. In case any dispute will arise between the parties, the same shall be resolved mutually and in case the disputes further subside, the same shall be referred to the Chief Executive Officer, ORMAS, **Govt. of Odisha whose decision shall be treated as final and binding on the parties.**

## **27. Disqualification of Proposal:**

The proposal is liable to be disqualified in the following cases as listed below:  
Proposal submitted without Bid Processing Fee 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 the quoted prices.
- Proposal is received in incomplete form.
- Proposal is received after due date and time for submission of bid Proposal is not accompanied by all the requisite documents / information and 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.
- Proposal is not conforming 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*.



**SECTION: 3**

**TERMS OF REFERENCE (ToR)**

**Terms of Reference (ToR) for**

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

**1. Introduction: -**

Women entrepreneurship is an important factor to empower the women in the State. They need to be promoted and motivated for further growth. Women SHGs have come to the fore and are playing a pivotal role in encouraging more and more women to take up entrepreneurship, which is vital for economic growth that has a direct bearing on improving their standard of living, helps in job creation and gives them more social independence. Moreover, women entrepreneurship is no longer a 'nice to have' phenomenon, but a crucial pedestal for the State to meet its target of job creation and economic development.

Mission Shakti, the flagship programme started in the year 2001 by Government of Odisha with the aim to empower women across the state; in both rural as well as urban areas, committed to provide an enabling environment for socioeconomic transformation in the lives of women of the State. To give a social and economic boost to this movement and give recognition to the women, the state government created a new department called Mission Shakti w.e.f. 1<sup>st</sup> June, 2021. This department endeavors to provide sustainable livelihood solutions to women SHGs with a view to enable them to generate a long term and sustainable income source.

It is of paramount importance to establish an eco-system for strengthening livelihood initiatives through creation of a robust marketing and distribution network, a platform where SHGs are able to sell their farm and non-farm produce and generate a healthy source of income. Setting up 'Mission Shakti' brand bazaars at commercially viable locations or promising tourist places with high footfall of consumers /tourists in each district. This will facilitate marketing of SHG products ranging from the best of the handicrafts, handlooms, food items, organic products, spices, NTFPs etc.

In the past years, Mission Shakti has played a proactive role in implementing various livelihoods programmes through its women Self Help Groups and their federations. So far, 70 lakhs women have been mobilized into 6.02 lakhs SHGs and also promoted federations at block and district level. These women SHGs are capacitated with various skill set to produce marketable products on farm, non-farm and off-farm sectors. On farm sector SHG members are facilitated to produce different crops in a sustainable approach, such as paddy, ragi, pulses, oilseeds, vegetables, mushroom, floriculture etc. Further, it is promoted for ready to eat and other food processed products for its marketing. In non-farm, SHG members are encouraged for the production of handicraft, handloom, household supplies, food processing etc. As

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

far as marketing is concerned, SHG members are facilitated to participate in local, state and national level melas, fairs and exhibitions. Besides, various e-commerce platform is linked and established for marketing of these SHG made products.

To create demands of these artisan/SHG made products and to help maintaining the supply chain, Mission Shakti is looking for a Technical Support Agency (TSA) to help establishing a sustainable market channel through product innovation & diversification with accepted designs, packaging, certification, branding etc. It will further strengthen the Mission Shakti Producers' Company (PC) through continuous capacity building and handholding, so that the PC can manage the entire forward linkage operation over a period of three years.

## **2. Objectives**

The broader objectives of this assignment are:

- To provide technical assistance in establishing a robust support system and mechanism for the procurement, storage and marketing of SHG made products on handicraft, handloom, food, household supplies, NTFP etc., and manage the entire business operations of physical outlet and e-commerce platform to establish it as a profitable business entity.
- To build the capacity of the Mission Shakti Producers' Company to manage the entire sales operations independently after the specified period, by transferring required knowledge, skill and technical knowhow through continuous guidance and handholding.

## **3. Scope of Work**

As a part of this assignment, the TSA is required to provide end to end market support to the Producer's Company which will offer benefits such as higher profit margins, embedded services, competitive advantages etc. to the artisans or producers and finished quality products to the costumers for the each identified products in both farm and non-farm sectors. Some of the key activities, but not limited to, that are expected to be undertaken by TSA are listed below:

### **3.1 PC Strengthening and Capacity Building:**

- a. Capacity building of Board of Directors (BoD) of Mission Shakti Producers' Company facilitated for taking up the business forward.
- b. Capacitate Mission Shakti PC members on governance, institutional functioning, quality control, inventory management, pricing, finance and accounts management etc. needed to run the physical outlet and e-commerce platform profitably.
- c. Strengthen the Mission Shakti Producers' Company to manage the frontend and backend channel through continuous capacity building and handholding support.
- d. Other training as and when suggested by Mission Shakti.

### 3.2 Physical outlet and e-commerce platform management

- a. **Store management:** Will facilitate setting up and operation of the store and ensure day to day support to the Producers' Company for smooth functioning of physical store of WSHG made product such as handicraft, handloom, food items, FMCG NTFP based utility products etc. This will also include store keeping, accounting and record maintenance for purchase of materials, local purchases through Tender/Quotation, purchases through purchase committee or through Petty advances. Besides TSA will manage B2B of SHG and Mission Shakti PC both nationally and internationally.
- b. **Supply chain management:** TSA will oversee, guide and handhold the PC to do the supply chain management, which includes vendor and warehouse inventory management, sourcing and procurement, returns management, transportation and logistics, buying and merchandise management (B&M) by the PC to ensure timely delivery of SHG produce to the store in close coordination with block, district and state team of Mission Shakti.
- c. **E-commerce operations:** TSA to design and set up e-commerce operations including fulfillment of logistics and stock management. Additionally, training and capacity building of Producer's Company members on managing and handling of e-commerce platform has to be ensured.
- d. **Inventory and stock management:** TSA will facilitate procurement, stock, godown and inventory management by the PC during the contract period. Additionally, provide hands-on training to the selected Producer's Company member to carry out the inventory management. Develop stock keeping units (SKU) for different items as per their features in terms of size, color, style and quantity.
- e. **Business plan development:** Prepare three years' business and action plan for both store and e-commerce platform. Prepare merchandise budget plan in forecasting of particular merchandise related activities designed for a particular period of time.
- f. **Pricing and Packaging Policies:** TSA will help PC for pricing of products, which is profitable for the PC. Furthermore, development of standard packaging with eco-friendly and bio-degradable materials has also to be ensured.
- g. **Finance and account management:** TSA will implement ERP & accounting system for recording the daily transactions & periodical financial statements (profit and loss, balance sheet, cash flow, bank reconciliation, receipt and payment etc.) adopted by PC. Additionally, development of digital payment solutions for the timely payments to the women producers.
- h. **Legal compliances and business documentation:** Facilitate business compliances of PC on GST, Tax, Insurance, FSSAI, ISO/GI, etc. certifications and registrations in to different e-platforms. Develop the SoP on sourcing, procuring, storing, grading, packaging and delivering of products. Additionally, prepare manual/SoP for the pricing of store returned material, un-used material, defective/damaged material, its storage and recycling. Capacity building of PC for

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

maintaining of legal compliances and necessary business documents in close coordination with Mission Shakti officials.

- i. **Customer relationship management:** Prepare customer relationship management (CRM) strategy by incorporating personalization, special treatment benefit, communication benefits, rewards etc. TSA should identify current and future customer requirements through feedback mechanism with potential and actual customers and other persons in a position to understand service requirements. Prepare manual/ on retail audit and ethics in retailing to ascertain the sales personnel efficiency or to improve the customer service delivery.
- j. Any other work assigned at the time of contract.

### **3.3 Documentation**

Further, the TSA shall prepare the SoP and manuals on above mentioned activities for smooth functioning.

## **4. Key Indicative Outcomes**

The agency shall deliver the following assignment throughout the year on close guidance of the Client.

- a. SoP on sourcing, procuring, storing, grading, packaging on quality control parameters of identified SHG made products
- b. SoP for the stock management of physical outlet and e-commerce platforms.
- c. Opening of physical outlet of SHG products at state level.
- d. Input-Output stock of the e-commerce platform.
- e. Pricing policy for all mapped SHG products through cost-benefit analysis.
- f. Training of PC on governance & inventory management.
- g. Training and capacity building of the PCs staff on pricing, finance, accounts management and legal compliances.
- h. Ensure business compliances of Mission Shakti PC on GST, Tax, Insurance, FSSAI, GeM, etc. registrations.
- i. Functioning of physical outlets and e-commerce platforms as viable business model.
- j. Establish market linkage and facilitate MoU with 4 big market national/international agencies.
- k. Any other work agreed as per contract.

## **5. Key Eligibility Criteria and Technical Evaluation Criteria**

### **5.1 Key Eligibility Criteria: ( 1<sup>st</sup> 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.

**5.2 Technical Evaluation Criteria: (2<sup>nd</sup> Stage):** Evaluation Of The Technical and financial proposals will be based on Quality and Cost Based Selection 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 in this TOR.
- 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.

**5.3 Financial Evaluation (3<sup>rd</sup> Stage)**

- c. 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.
- d. 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.

**6. Budget limit of the Assignment:**

The annual budget limit is 1(One) Crore including GST for this assignment. The bidder shall quote their price within the budget limit in Financial Proposal shall be evaluated.

**7. Contract Period:**

The project cycle is maximum for 3 years. The Contract shall be executed initially for one year. The contract period shall be renewed annually based on the performance and need. The client reserves the right to reduce or increase the project cycle period at any point of time as per the need of the organization.

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

This is a Time Based Contract. The staff shall be deployed by the agency on full time basis at Client's location. The mode of the assignment is only setting up TSA and technical support .

**9. Payment Modalities**

The Payment will be released to agency on monthly basis which contract value is equally divided in to 12 months. The payment shall be released on submission of Invoice and a monthly report. 10% increment on the contract value shall be done for each successful completed year.

**10. Performance Security:**

Within seven days of notifying Letter of Acceptance for award of the Contract, selected Bidder shall have to submit Performance Security in shape of Bank Guarantee amounting to 3 % of the Contract Value from a Scheduled Commercial Bank in Bhubaneswar in favour of 'ORMAS', as per the format at Annexure-II, for a period of three months beyond the entire contract period as its commitment to perform services under the contract. Failure to comply with the requirements shall constitute sufficient grounds for the forfeiture of the PBG. The PBG shall be released immediately after three months of expiry of Contract provided there is no breach of Contract on the part of the qualified bidder. No interest shall be paid on the PBG.

**11. Governing Law and Penalty Clause:**

The schedule given for delivery is to be strictly adhered to in view of the strict time schedule. Any unjustified and unacceptable delay in delivery shall render the bidder liable for liquidated damages and thereafter the Client holds the option for cancellation of the contract for pending activities and complete the same from any other agency. The Client may deduct such sum from any money from their hands due or become due to bidder. The payment or deduction of such sums shall not relieve the bidder from his obligations and liabilities under the contract. The rights and obligations of the Client and the bidder under this contract will be governed by the prevailing laws of Government of India / Government of Odisha. Failure on bidder's part to furnish the deliverables as per the agreed timeline will enforce a penalty @ **0.5% per week subject to maximum of 10% of the total contract value**. The amount will be deducted from the subsequent payment. In addition, the PBG amount shall also be forfeited. The decision of the authority placing the contract, whether the delay in development has taken place on account of reasons attributed to the bidder shall be final.

**12. Intellectual Property:**

ORMAS shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, copyrights and trademarks, with regard to documents and other materials which bear a direct relation to or are prepared or collected in consequence or in the course of the execution of this contract.

**13. Review and Reporting Requirements**

- i. **A Consultant Evaluation Committee (CEC):** The constituted committee shall review the work of the TSA on a Quarterly basis. After signing of Contract, the Agency shall submit a draft Annual Work Plan on monthly basis which shall be approved/ agreed by the both the parties. The agency shall work out their deliverables throughout the year as per agreed work plan. The work plan may be modified/ amended by the Client as per the need of the organization.
- ii. In any case, TSA does not meet the deliverables during the quarterly review; the Client shall impose the penalty as defined in the Penalty clause or suitably impose the penalty as per the need of the organization.



#### 14. Other Terms & Conditions:

- i. Contract negotiation: Representative 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.
- ii. In case the bidders found tie up between the bidders in the combined score, the bidder's having highest numbers of similar assignment in the last 10 years. Please refer point 2,3 & 4 of the technical evaluation criteria (Table-2). The bidders are requested to provide the long list of the previous assignment for evaluation purpose.
- iii. After selection of the agency, the Contract will be executed between ORMAS and Selected agency. The clauses of the Contract will be binding on the parties.
- iv. Amendment: The Amendment will be affected after the execution of Contract by both the parties. In this case, 30 days written notice will be served by any of the party to the other party.
- v. Termination Notice: In case of termination of Contract, 60 days written notice will be served by any of the party to the other party. The ORMAS has sole discretion to terminate with immediate effect without giving notice depending upon the gravity of the lapses of the organisation.
- vi. The TSA shall use the service of quality resources in this assignment for implementation of the project
- vii. Disputes: The Client and the Consultant shall make every effort to resolve amicably, by direct informal negotiation, any disagreement or dispute arising between them under or arising from or in connection with the Contract within thirty (30) days from the commencement of such informal negotiation. In case any dispute will arise between the parties, the same shall be resolved mutually and in case the disputes further subside, the same shall be referred to **CEO, ORMAS, PR & DW Department of Odisha whose decision shall be treated as final and binding on the parties.**
- viii. Additional Scope: As per the need, The Client may assign additional scope at any point of time during the period of Contract or after closure of the Contract as the case may be. The cost of the additional scope shall be determined separately by the approval of the competent Authority.



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

**SECTION: 4**

**TECHNICAL PROPOSAL SUBMISSION FORMS**

**TECH - 1**  
**COVERING LETTER**  
**(ON BIDDER'S LETTER HEAD)**

[Location, Date]

To

**The Chief Executive Officer,  
Odisha Rural Development & Marketing Society  
SIRD & PR Campus, Unit-8, Bhubaneswar  
Odisha, Pin Code: 751012  
E-mail: [ormashq@gmail.com](mailto:ormashq@gmail.com)**

**Subject: Hiring Technical Support Agency (TSA) to provide forward linkage support system in the promotion and marketing of Women SHG made product for the Department of Mission Shakti, Govt. of Odisha [TECHNICAL PROPOSAL]**

Dear Sir,

I, the undersigned, offer to provide the services for the proposed assignment in respect to your Request for Proposal No. \_\_\_\_\_, Dated: \_\_. I hereby submitting the proposal which includes this technical proposal sealed under a separate envelope. Our proposal will be valid for acceptance up to **180 Days** and I confirm that this proposal will remain binding upon us and may be accepted by you at any time before this expiry date.

All the information and statements made in this technical proposal are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our proposal. If negotiations are held during the period of validity of the proposal, I undertake to negotiate on the basis of the proposal submitted by us. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations.

I have examined all the information as provided in your Request for Proposal (RFP) and offer to undertake the service described in accordance with the conditions and requirements of the selection process. I agree to bear all costs incurred by us in connection with the preparation and submission of this proposal and to bear any further pre-contract costs. In case, any provisions of this RFP/ ToR including of our technical & financial proposal is found to be deviated, then your authority shall have rights to reject our proposal. I confirm that, I have the authority to submit the proposal and to clarify any details on its

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

behalf.

I understand you are not bound to accept any proposal you receive. I remain,  
Yours faithfully,

**Authorized *Signatory with Date and Seal:***

**Name and Designation:** \_\_\_\_\_ **Address of Bidder:** \_\_\_\_\_

**TECH - 2**

**Bidder's Organization (General Details)**

Sl. No.	Description	Full Details
1	<b>Name of the Bidder</b>	
2	<b>Address for communication:</b> Tel : Email id:	
3	<b>Name of the authorized person signing &amp; submitting the bid on behalf of the Bidder:</b> Mobile No.:Email id:	
4	<b>Registration / Incorporation Details</b> Registration No:Date & Year. :	
5	<b>Local office in Odisha</b> <b>If Yes, Please furnish contact details</b>	Yes / No
6	<b>Bid Processing Fee Details</b> Amount: BC/DD No. : Date: Name of the Bank:	
7	PAN Number	
8	Goods and Services Tax Identification Number (GSTIN)	
9	Willing to carry out assignments as per the scope of work of the RFP	Yes
10	Willing to 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:** \_\_\_\_\_

***Bidders should submit the required supporting documents as mentioned above. Non-submission of required documents as listed above will lead to rejection of the bid.***

**TECH -3**

**Bidder Organization (Financial Capabilities  
Details)**

<b>Financial Information in INR</b>				
<b>Details</b>	<b>FY 2018 - 19</b>	<b>FY 2019 - 20</b>	<b>FY 2020-21</b>	<b>Average</b>
<b>Average Turnover (in Lakh) in India</b>				
<b><i>Supporting Documents:</i></b>  Audited certified financial statements for the last three FYs (Submission of copies of Income & Expenditure Statement and Balance Sheet for the respective financial years is mandatory along with this form)  <b><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 proposal failing which the proposal will be out rightly rejected. No scanned copy will be entertained.</i></b>				

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***Signature and Seal of the Company Auditor with Date in original***

**Authorized Signatory [*In full initials with Date and Seal*]: \_\_\_\_\_**

**Communication Address of the Bidder: \_\_\_\_\_**

***[NB: No Scanned Signature will be entertained]***

***Bidders should submit the required supporting documents as mentioned above. Non-submission of required documents as listed above will lead to rejection of the bid.***

**TECH - 4**

**FORMAT FOR POWER OF ATTORNEY**

**(On Bidders Letter Head)**

I, \_\_\_\_\_, the \_\_\_\_\_ (Designation) of (Name of the Organization) in witness whereof certify that **<Name of person>** is authorized to execute the attorney on behalf of **<Name of Organization>**, **<Designation of the person>** of the company acting for and on behalf of the company under the authority conferred by the **< Notification/ Authority order no.>** Dated **<date of reference>** has signed this Power of attorney at **<place>** on this day of **<day><month>**, **<year>**.

The signatures of **<Name of person>** in whose favor authority is being made under the attorney given below are hereby certified.

**Name of the Authorized Representative:**

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**(Signature of the Authorized Representative with Date)**

**CERTIFIED:**

**Signature, Name & Designation of person executing attorney:**

***Address of the Bidder:***

**Note: Board resolution confirming the Authority of the signatory to submit the proposals could also be provided as a substitute to the Power of Attorney.**

**TECH - 5**

**(BIDDER'S PAST EXPERIENCE DETAILS)**

<b>Assignment Name:</b>		<b>Country:</b>
<b>Location within Country:</b>		<b>Professional Staff Provided by Your Firm/Entity(profiles):</b>
<b>Name of Client:</b>		<b>No of Staff:</b>
<b>Address:</b>		<b>No of Staff-Months:</b>
<b>Start Date:</b>	<b>Completion Date:</b>	<b>Approx. Value of Services (in INR):</b>
<b>Name of Associated Consultants, If Any:</b>		<b>No of Months of Professional Staff Provided by Associated Consultants: NA</b>
<b>Name of Senior Staff Involved and Corresponding Positions:</b>		
<b>Narrative Description of Project:</b>		
<b>Description of Actual Services Provided by Your Staff:</b>		

**TECH - 6**

**INFORMATION REGARDING ANY CONFLICTING ACTIVITIES AND  
DECLARATION THERE OF**

***Are there any activities carried out by your agency which are of conflicting nature as mentioned in Section 2: [Information to the Bidder] under Eligibility Criteria: Para (5). If yes, please furnish details of any such activities.***

If no, please certify,

**IN BIDDER'S LETTER HEAD**

I, hereby declare that our agency is not indulged in any such activities which can be termed as the conflicting activities as mentioned in **Section 2: [Information to the Bidder] under Eligibility Criteria: Para (5)**.

I, also acknowledge that in case of misrepresentation of any of the information, our proposal / contract shall be rejected / terminated by the Client which shall be binding on us.

**FORMAT FOR AFFIDAVIT CERTIFYING THAT BIDDER IS NOT BLACKLISTED**

**Affidavit**

I M/s. .... , (the name of the Bidder and addresses of the registered office) hereby certify and confirm that we or any of our promoter/s/ chief executive officer/ directors/managers are not barred or blacklisted by any government or government instrumentality or public sector in India or in any other jurisdiction to which we or our Affiliates belong or in which we or our Affiliates conduct business from participating in any project or being awarded any contract, either individually or as member of a consortium and no such bar or blacklisting subsists as on the Proposal Due Date.

We further confirm that we are aware our interest for Empanelment on video documentation work of ORMAS would be liable for rejection in case any material misrepresentation is made or discovered with regard to the requirements of this EOI at any stage of selection and/or thereafter during the term of the Contract.

Dated this .....Day of , 2021....

**Authorized Signatory [In full and initials]:** \_\_\_\_\_

**Name and Designation with Date and Seal:** \_\_\_\_\_

**Signature** \_\_\_\_\_

***Bidders should submit the required supporting documents as mentioned above. Non-submission of required documents as listed above will lead to rejection of the bid.***



**TECH - 7**

**Comments and Suggestions on the Terms of Reference / Scope of Work and Counterpart Staff and Facilities to be provided by the Client**

**A: On the Terms of Reference / Scope of Work:**

*[The consultant needs to present and justify in this section, if any modifications to the Terms of Reference he is proposing to improve performance in carrying out the assignment (such as deleting some activity considering unnecessary, or adding another, or proposing a different phasing of the activities / study process modifications). Such suggestions should be concise and to the point, and incorporated in the technical proposal. Modification / suggestion will not be taken into consideration without adequate justification. Any change in manpower resources will not be taken into consideration]*

**B: On Input and Facilities to be provide by the Client:**

*[Comment here on inputs and facilities to be provided by the Client with respect to the Scope of Work and Study Implementation]*

**Authorized Signatory [In full and initials]: \_\_\_\_\_**  
**Name and Designation with Date and Seal: \_\_\_\_\_**

## **TECH - 8**

### **DESCRIPTION OF APPROACH, METHODOLOGY AND WORKPLAN TO UNDERTAKE THE ASSIGNMENT**

*[Technical approach, methodology and work plan are key components of the Technical Proposal. In this Section, bidder should explain his understanding of the scope and objectives of the assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. Further, he should highlight the problems being addressed and their importance, and explain the technical approach to be adopted to address them. It is suggested to present the required information divided into following four sections]*

#### **A. Understanding of Scope, Objectives and Completeness of response**

Please explain your understanding of the scope and objectives of the assignment based on the scope of work, the technical approach, and the proposed methodology adopted for implementation of the tasks and activities to deliver the expected output(s), and the degree of detail of such output. **Please do not repeat/copy the ToR here.**

#### **B. Description of Approach and Methodology:**

- Key guiding principles for the establishing TSA
- Understanding of the concept of institutional set up
- Approaches to overcome the challenges and meet the requirements of the assignment.
- Review Stakeholders Engagement/involvement
- Monitoring & Evaluation mechanism of programmes and interventions for better outcomes
- Any other issues mentioned in the ToR

#### **C. Methodology to be adopted:**

Explaining of the proposed methodologies to be adopted highlighting of the compatibility of the same with the proposed approach. This includes:

- Qualitative and quantitative suggestive tools
- IEC technology.
- Suggestive to improve its efficiency, efficacy and targeting in each thematic area of interventions
- Any other issues mentioned in the ToR

**Authorized Signatory [In full and initials]: \_\_\_\_\_**

**Name and Designation with Date and Seal: \_\_\_\_\_**

**NB: Bidders are requested to furnish the above information limiting it up to 3 pages only with Arial Font Size-12.**

**TECH – 9**

**PROPOSED WORKPLAN TO CARRY OUT THE ASSIGNMENT**



<b><i>Month (1 to 12 months)</i></b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6 to 12</b>
<b><u>Sequence of Activities / Sub Activities</u></b>						
↓						

Indicate all main activities / sub activities of the proposed assignment including delivery of reports (Inception, Periodic Reports) and other associate sub-periodic activities

**Authorized Signatory [In full and initials]: \_\_\_\_\_**

**Name and Designation with Date and Seal: \_\_\_\_\_**

**TECH - 10**

**BID SECURITY DECLARATION IN LIEU OF BID SECURITY**

**To,  
The Chief Executive Officer, ORMAS,  
Panchayati Raj & Drinking Water Department,  
Government of Odisha, Bhubaneswar, 751012**

**Sub: Submission of document on “BID SECURITY DECLARATION” format.**

Sir,

I/We. The undersigned, declare that:

I/We understand that, according to your conditions, bids must be supported by a Bid Securing Declaration.

I/We accept that I/We may be disqualified from bidding for any contract with you for a period of one year from the date of notification if I am /We are in a breach of any obligation under the bid conditions, because I/We

- a) have withdrawn/modified/amended, impairs or derogates from the tender, my/our Bid during the period of bid validity specified in the form of Bid; or
- b) having been notified of the acceptance of our Bid by the purchaser during the period of bid validity (i) fail or reuse to execute the contract, if required, or (ii) fail or refuse to furnish the Performance Security, in accordance with the Instructions to Bidders.

I/We understand this Bid Securing Declaration shall cease to be valid if I am/we are not the successful Bidder, upon the earlier of (i) the receipt of your notification of the name of the successful Bidder; or (ii) thirty days after the expiration of the validity of my/our Bid.

Dated this .....Day of , 2021....

**Authorized Signatory [*In full and initials*]:** \_\_\_\_\_

**Name and Designation with Date and Seal:** \_\_\_\_\_

**Signature :** \_\_\_\_\_

**SECTION: 5**

**FINANCIAL PROPOSAL**

**FIN-1**  
**COVERING LETTER**  
**(In Bidders Letter Head)**

[Location, Date]

To

Chief Executive Officer,  
Odisha Rural Development & Marketing Society  
SIRD & PR Campus, Unit-8, Bhubaneswar  
Odisha, Pin Code: 751012  
E-mail: [ormashq@gmail.com](mailto:ormashq@gmail.com)

Subject: **Hiring Technical Support Agency (TSA) to provide forward linkage support system in the promotion and marketing of Women SHG made product for the Department of Mission Shakti, Govt. of Odisha [FINANCIAL PROPOSAL]**

Sir

I, the undersigned, offer to provide the consulting services for [*Insert title of assignment*] in accordance with your Request for Proposal No., Dated:\_\_\_\_\_. Our attached Financial Proposal is for the sum of [*Insert amount(s) in words and figures*\*].

The above quoted amount is exclusive of the taxes applicable as per 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 as stipulated in the RFP document.

Our financial proposal shall be binding upon us subject to the modifications resulting from contract negotiations, up to expiration of the validity period of the proposal of **180 days**. I have carefully read and understood the terms and conditions of the RFP and do hereby undertake to provide the service accordingly.

I understand that you are not bound to accept any proposal you receive. I remain,

Yours faithfully,

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

**Name and Designation of Signatory with Date and Seal: Address of the Bidder:**

**FIN-2**

**SUMMARY OF FINANCIAL PROPOSAL**

<b>Name of the Assignment :</b>		
<b>Sl. No.</b>	<b>Consultancy Fee Particulars</b>	<b>Amount in INR maximum limit is Rs. 1 Crore including GST</b>
<b>A</b>	<b>Total cost of the Assignment for One year ( Lumpsum)</b>	
<b>B</b>	Taxes applicable as per GST Act@ _____% of Consulting Fee	
<b>Grand Total (INR) (A+B) including GST</b>		
<b>In Words</b>		

***NB:***

1. Bidders shall submit the financial proposal as per the prescribed format given above in both figures and words, and signed by the Authorized Representative. In the event of any difference between figures and words, the amount indicated in words shall prevail.
2. The annual budget limit is 1(One) Crore including GST for this assignment. The bidder shall quote their price within the budget limit in Financial Proposal shall be evaluated.
3. *Taxes will be paid by the Client as per the applicable rate under GST Act from time to time. Consultancy fee proposed for the assignment shall remain fixed till completion of the contract.*

**Authorized Signatory [*In full and initials*]:**\_\_\_\_\_

**Name and Designation with Date& Seal:**\_\_\_\_\_

**SECTION - 6**

**ANNEXURE**



**Annexure – I**

**BID SUBMISSION CHECK LIST**

Slno	Description	Submitted (Yes/No)	Page No.
<b>TECHNICAL PROPOSAL (ORIGINAL + 1COPY)</b>			
1.	Filled in Bid Submission Check List <b>(ANNEXURE-I)</b>		
2.	Covering Letter <b>(TECH -1)</b>		
3.	Bid Processing Fee of <b>Rs. 11,800/-</b> including GST in form to DD/ BC		
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.	Copies of IT Returns for the last 3 years <b>(2018-19 , 2019-20, 2020-21)</b>		
8.	General Details of the Bidder <b>(TECH - 2)</b>		
9.	Copies of turnover Certificate for the last 3 years <b>(2018-19 , 2019-20, 2020-21)</b> . Financial details of the bidder along with all the supportive documents such as copies of Profit – Loss Statement and Balance Sheet for the concerned period. <b>(TECH - 3)</b>		
10	Power of Attorney <b>(TECH - 4)</b> in favour of the personsigning the bid on behalf of the bidder.		
11	List of assignments of similar nature (Past Experience Details) <b>(TECH - 5)</b> along with the copiesof work orders for the respective assignments		
12	Self-Declaration on Potential Conflict of Interest and not having black listed <b>(TECH - 6)</b>		
13	Comments and Suggestions <b>(TECH – 7)</b>		
14	Description of Approach, Methodology & Work Plan <b>(TECH - 8)</b>		
15	Work Plan <b>(TECH – 9)</b>		
16	Bid Security Declaration Template <b>(TECH -10)</b>		
<b>FINANCIAL PROPOSAL (ORIGINAL)</b>			
1	Covering Letter <b>(FIN-1)</b>		

**Undertaking:**

- *All the information have been submitted as per the prescribed format and procedure.*
- *All pages of the proposal have been sealed and signed by the authorized representative.*

**Authorized Signatory [In full and initials]:\_\_\_\_\_**

**Name and Designation with Date and Seal: \_\_\_\_\_**

**PERFORMANCE BANK GUARANTEE FORMAT**

To

**The Chief Executive Officer,  
Odisha Rural Development & Marketing Society  
SIRD & PR Campus, Unit-8, Bhubaneswar  
Odisha, Pin Code: 751012  
E-mail: [ormashq@gmail.com](mailto:ormashq@gmail.com)**

WHEREAS ..... (Name and address of the Consultant) (hereinafter called “the Consultant”) has undertaken, in pursuance of RFP no..... dated ..... to undertake the service ..... (description of services) (herein after called “the contract”).

AND WHEREAS it has been stipulated by\_\_\_\_(Name of the Client) in the said contract that the Consultant shall furnish you with a bank guarantee by a scheduled commercial bank recognized by you for the sum specified therein as security for compliance with its obligations in accordance with the contract;

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

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

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

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

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

This performance bank guarantee shall be valid until the ..... day of ,

Our branch at Bhubaneswar (Name & Address of the Bank) is liable to pay the guaranteed amount depending on the filing of claim and any part thereof under this Bank Guarantee only and only if you serve upon us at our Bhubaneswar branch a written claim or demand and received by us at our Bhubaneswar branch on or before Dt.....otherwise bank shall be discharged of all liabilities under this guarantee thereafter.

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

.....  
**Name and designation of the officer**

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