

REQUEST FOR PROPOSAL (RFP)

Selection of a SOCIAL MEDIA AGENCY
For
Odisha State Civil Supplies Corporation Ltd.



**Department of FS & CW, Government of Odisha
Odisha State Civil Supplies Corporation Ltd.
C/2, Nayapalli, Bhubaneswar-751012**

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**Odisha State Civil Supplies Corporation Ltd.
C/2, Nayapalli, Bhubaneswar-751012**

RFP No. 1/12576 **Date:-** 15.09.2025

1. Managing Director, OSCSC Ltd., Bhubaneswar, invites Request for Proposal (RFP) from eligible bidders for selection of an Agency to manage the affairs of Social Media for the FS & CW Deptt., and OSCSC Ltd.
2. Scope of work, eligibility requirements and other details may be seen in the website of OSCSC Ltd., <https://oscsc.in/>, website of the FS & CW Deptt., <https://www.foododisha.in/>. The RFP document may be downloaded from either.
3. Pre-bid consultation with intending bidders on date **25/09/2025 at 11.30 AM** in the Board Room of the Corporation's Head Office.
4. The last date for receipt of Sealed Bid is **08/10/2025, by 5:00 PM.**
5. Opening of RFP on **09/10/2025 at 03.30 PM** in the Board Room of the Corporation's Head Office, C/2, Nayapalli, Bhubaneswar-751012.

Bidders Data Sheet:

Sl. No.	Particulars	Details
1	Name of the Client	The Managing Director, OSCSC Ltd., Bhubaneswar.
2	Method of Selection	Quality & Cost-Based Selection (QCBS)
3	Date of the Issue of the RFP	Dt. 16/09/2025
4	Pre-bid consultation	Dt. 25/09/2025 at 11.30 AM in the Board Room of the Corporation's Head Office.
5	Last date for receipt of Sealed Bid	Dt. 08/10/2025 by 5.00 PM.
6	Date of the Opening of the RFP	Dt. 09/10/2025 at 03.30 PM
7	Address for submission of the RFP	The Managing Director, OSCSC Ltd., C/2, Nayapalli, Bhubaneswar-751012, Odisha, Telephone No-0674-2395391
8	Mode of submission	Speed Post Only. Submission of the proposal through any other mode and a late proposal, will be rejected.
9	Place of opening of the proposal	Board Room of the Corporation Head Office.

Memo No. 12577 /Dated 15.09.25

Copy forwarded to the PS to Principal Secretary to Govt., FS & CW Deptt., for favour of kind information of Principal Secretary to Govt.


Managing Director

Memo No. 12578 /Dated 15.09.25

Copy forwarded to the IT Cell, OSCSC Ltd., for information & necessary action. IT Cell is requested to take appropriate steps for uploading the Request for Proposal (RFP) in the website of OSCSC Ltd., <https://oscsc.in/>. and the website of the FS & CW Deptt. <https://www.foododisha.in/>.


FA & CAO

Memo No. 12579 /Dated 15.09.25

Copy forwarded to the Director Technical to Govt, I & PR Deptt., for information & necessary action. He is requested to publish the Request for Proposal (RFP) in two leading Odia newspapers and one leading English daily newspaper (All India Edition) on **16/ 09/2025**.


FA & CAO

Memo No. 12580 /Dated 15.09.25

Copy forwarded to the In-Charge of Issue Section, OSCSC Ltd., for information & necessary action. He is requested to display the Request for Proposal (RFP) on the notice Board of the Corporation's Head Office.


FA & CAO

Memo No. 12581 /Dated 15.09.25

Copy forwarded to the In-Charge of the Diary Section, OSCSC Ltd., for information & necessary action. He is requested to collect the sealed bid documents superscribed as **"SELECTION OF SOCIAL MEDIA AGENCY FOR OSCSC LTD., BHUBANESWAR"** received by Speed Post only and hand over the bids to the Section Head of IT Cell, OSCSC Ltd., on a daily basis. Maintain a record of receipt of sealed bid documents in a register.

No Bid through any other mode will be received.

Late Bid after the due date & time will not be received.


FA & CAO

Memo No 12582 /Dated 15-09-25

Copy forwarded to the House-keeping Section, OSCSC Ltd., for information & necessary action. He is requested to supply a good condition covered iron box to the IT Cell Head for safe custody of the bid documents.



FA & CAO

Memo No 12583 /Dated 15-09-25

Copy forwarded to the IT Cell, OSCSC Ltd., for information & necessary action. He is requested to keep the Board Room ready on the date mentioned for the Pre-Bid Meeting and other consequential meetings.



FA & CAO



**Department of FS & CW, Govt. of Odisha
Odisha State Civil Supplies Corporation Ltd.
C/2, Nayapalli, Bhubaneswar-751012**

REQUEST FOR PROPOSAL (RFP)

1. Managing Director, OSCSC Ltd. (the client) invites Request for Proposal (RFP) from the eligible bidders for selection of an AGENCY to manage the Social Media for the FS & CW Deptt., and OSCSC Ltd.
2. Technical specifications and other requirements may be found on the website of OSCSC Ltd., <https://oscsc.in/>, and the website of the FS & CW Deptt. <https://www.foododisha.in/>.
3. The Bids shall be submitted to the office of the undersigned, duly signed by the authorised signatory on each page and duly authenticated with a seal in token of having read, understood and accepted the terms and conditions of the RFP Application submitted otherwise than in the manner prescribed in the Request for Proposal (RFP) shall be rejected.
4. OSCSC Ltd., has the right to accept or reject the Tender(s) without assigning any reason thereof.
5. Date of Issue of Request for Proposal (RFP) on **16/09/2025**.
6. Last date for receipt of the sealed RFP is on **08/10/2025 at 05.00 PM**.
7. Date of opening of the Technical Bid on **09/10/2025 at 03.30 PM** in the Board Room of the Corporation's Head Office, C/2, Nayapalli, Bhubaneswar-751012, Odisha, and Telephone No-0674-2395391.
8. The concerned Agencies are required to attend the bid opening meeting or depute their authorised Representatives to remain present during the opening of the RFP on **09/10/2025 at 03.30 PM** in the Office of the Managing Director, OSCSC Ltd., Bhubaneswar-751012.
9. The RFP received after the stipulated date & time will not be taken into consideration & will be liable for rejection.
10. All disputes which may arise relating to the tender are to the judicial jurisdiction of the competent Court in Bhubaneswar only.
11. It is certified that the tender document contains Fifty Four (54) pages only.


Managing Director

(Tender Inviting Authority)

SECTION: 1

LETTER OF INVITATION

RFP No: 12576

/Dated: 15.09.25

Name of the Assignment: Selection of a **SOCIAL MEDIA AGENCY**.

Managing Director, OSCSC Ltd., (the client) invites Request for Proposal (RFP) from the eligible bidders for selection of an AGENCY to manage the Social Media for the FS & CW Deptt., and OSCSC Ltd.

Relevant details on the proposed service are provided in Section-2: **Terms of Reference (Information to the bidder)** of the RFP Document.

1. AGENCY will be selected in accordance with **Quality & Cost Based Selection (QCBS)** procedure as prescribed in the RFP Document.
2. The Bids has to be delivered at the specified address of the Bidder Data Sheet by **Speed Post** only. The client shall not be responsible for any delay in the receipt of the Tender Papers. The Bids will not be accepted in any other mode. The Bids received after the due date and time will not be considered.
3. The last date & time for submission of the Bid completed in all respects is dated **08/10/2025 by 05.00 PM.**, and the date & time for opening of the Technical Bids in presence of the bidders or their authorized representatives at the address mentioned in the Bidder Data Sheet (Sl. No-06) is dated **09/10/2025 at 03.30 PM**. Representatives of the bidders may attend the meeting with a letter of due authorization.
4. **This RFP includes the following sections:**
 - a. Bidders' Data Sheet.
 - b. Letter of Invitation.
 - c. Terms of Reference (Objective, Scope & Deliverables).
 - d. Evaluation Criteria (Eligibility, Technical & Financial).
 - e. Terms & Conditions.
 - f. Form for Submission of Technical Proposal.
 - g. Form for Submission of Financial Proposal.

5. While all information/data given in the RFP are accurate within the consideration of the scope of the proposed assignment to the best of the Client's knowledge, the Client holds no responsibility for the accuracy of information, and it is the responsibility of the bidder to check the validity of information/data included in this document. The Client reserves the right to accept / reject any/all proposals / all bids cancel the entire selection process at any stage without assigning any reason thereof. 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 inviting authority shall be final and cannot be challenged.



Managing Director
O S C S C Ltd.

SECTION- 2

Terms of Reference

**Selection of a Social Media Agency
For
Odisha State Civil Supplies Corporation Ltd.
(Department of FS & CW, Govt. of Odisha)**



ODISHA STATE CIVIL SUPPLIES CORPORATION LTD.

(A Govt. of Odisha Undertaking)

Registered Office: C/2, Nayapalli, Bhubaneswar-751012

CIN: U51211OR1980SGC000894

Tel No: 0674-2395391, Fax No: 0674-2395291, website: www.oscsc.in

01. INFORMATION TO THE BIDDER

1.1 Introduction:

Managing Director, OSCSC Ltd., invites responses ("Tenders") to this Request for Proposals ("RFP") from eligible Consulting Agencies/ Firms ("Bidders") for SOCIAL MEDIA MANAGEMENT for FS & CW Deptt. & OSCSC Ltd., as described in this RFP.

Bids need to be received in the prescribed format and mode, i.e. not later than the time, date and venue mentioned in the Fact Sheet. Bids that are received late will lie outside the scope of consideration.

OSCSC Ltd., will award the Contract to the successful Consulting Agency/ Firm whose bid has been determined as the best value bid based on Technical and Financial evaluation criteria and accepted by the Tender Inviting Authority. The formula of QCBS with a weightage proportion of 70 & 30 between quality and financial yardsticks will apply in the selection of the Agency.

1.2 KEY OBJECTIVES:

- To establish and strengthen the image of the Department of Food Supplies and Consumer Welfare, Govt. of Odisha, Odisha State Civil Supplies Corporation and all its offices. We aim to increase visibility of positive actions and program implementation while enhancing our communication strategy's reach to raise the organization's profile.
- To plan and execute the Department of Food Supplies and Consumer Welfare, Govt. of Odisha and Odisha State Civil Supplies Corporation's media presence, including the office of the Managing Director and other administrative functions as directed by the Corporation.
- To effectively share information about the Department of Food Supplies and Consumer Welfare, Govt. of Odisha and Odisha State Civil Supplies Corporation's development schemes, decisions, major projects, policies, initiatives, and success stories through digital and social media at regional, national, and international levels.
- To position the Department of Food Supplies and Consumer Welfare, Govt. of Odisha and Odisha State Civil Supplies Corporation as an accomplished organization by arranging interviews with senior officials across digital and social media platforms.
- To create variety and build lasting positive perception through innovative events, the Odisha State Civil Supplies Corporation, Government of Odisha will

establish a **SOCIAL MEDIA MANAGEMENT UNIT**. The unit's verticals will align with the defined scope of work.

- By harnessing social media's power, the Odisha State Civil Supplies Corporation, Government of Odisha, aims to enhance transparency, accessibility, and public trust in all progressive interventions. The Corporation's **SOCIAL MEDIA MANAGEMENT UNIT** will play a crucial role in executing the outreach strategy.
- By leveraging the power of social media, OSCSC Ltd., aims to enhance transparency, accessibility, and public trust in relation to all progressive interventions. The **SOCIAL MEDIA MANAGEMENT UNIT** of the OSCSC Ltd., will play a crucial role in implementing the reach-out strategy of the Department of Food Supplies and Consumer Welfare, Govt. of Odisha.

2 SCOPE OF WORK

The agency shall perform, inter-alia, in consultation with the client, the following tasks (but not limited to):

a) Social Media:

The agency will be responsible for handling, managing and maintaining the existing official social media handles of the Department of Food Supplies and Consumer Welfare, Govt. of Odisha and OSCSC Ltd., as mandated by the client. If required, initiation & creation of new social media handles will be taken up.

The agency may be assigned more social media handles as & when necessary to be maintained. It will be targeted to increase the count of verified account followers by 5% every 6 months; otherwise and anything else may have to be explained satisfactorily. Efforts will be made to maximize the outreach with content of quality and for sustainable & organic growth in followership for each of the assigned social media handles. Growth in followership should have a wide mix of demographics.

- (i) **Post Frequency:-** The agency shall have to maintain regularity in daily post frequency on each of the assigned social media handles. When the required amount of content is not generated as per the bottom line of deliverables, i.e. post count, it is expected of the agency to diligently source & post new/authentic information. In case of events, announcements, assembly sessions, visits, meetings, etc., the frequency of posting will be increased (in consultation with the client), and the agency will respond to the incremental requirement.

Posts on a topic should not be duplicated on all social media platforms. Each post must be customized to suit the users & relevance of the platform. The final count of daily posts may vary for each of the assigned social media handles.

- **Management:-** The selected agency will have a wide spectrum of assignments, comprised only illustratively in Content creation and curation, posting and other extensive outreach efforts to spread information about the state government's schemes, initiatives, policies and achievements. It will include, but will not be limited to:
- Daily content creation and posting for each of the assigned social media handles. The content guidelines will be shared with the agency. However, the agency must be well-equipped to create useful content, significantly highlighting the accomplishment of the Department of Food Supplies and Consumer Welfare, Govt. of Odisha and OSCSC Ltd.
- Hiccup-free coordination with the client identified sources for inputs, content generation and authentication.
- All posts to be in accordance with the vision/objective of the Department of Food Supplies and Consumer Welfare, Govt. of Odisha and OSCSC Ltd., and aligned with the schemes under implementation and planning.
- Repackaging of content (videos, animations, photographs, gifs, text & other formats) to drive user-engagement.
- Giving a periodic new look & feel to social media handles in the form of artwork, creative, themes, etc. (based upon the approval of respective Client Offices/Department).
- Creation of new social media accounts (as directed by the Client) and their maintenance.
- Tapping the relevant search audience to bring them on social media to gain followership and engagement.
- Search engine optimization for various digital assets of the Department of Food Supplies and Consumer Welfare, Govt. of Odisha and OSCSC Ltd.
- Improving the ranking of various digital assets of the Department of Food Supplies and Consumer Welfare, Govt. of Odisha and OSCSC Ltd., in various search engines.

- Staying topical, up-to-date and relevant with ongoing initiatives of respective offices.
 - Neutralisation of negative stories and propagating positive narratives of the Department of Food Supplies and Consumer Welfare, Govt. of Odisha and OSCSC Ltd.
 - Fact-checks on social media posts and negating false information.
 - The primary language of social media content is Odia, English & Hindi content to be as per the directions of the client on required occasions.
- (ii) **Content Creation:** There has to be utmost diligence in content creation. Creativity without intriguing decency at any cost should be the cornerstone of the draft and the process will not be limited to and broadly categorized into the following:
- Developing social media creative (images, videos, animations, gifs, etc.)
 - Writing copies for social media posts (in Odia, English & Hindi). Designing artwork for posts, banners, targeted campaigns, etc.
 - Creative content generation entails recreation, conversion of packaging the available content and repackaging (videos and photographs) into suitable formats whenever necessary. This may be of various forms, such as videos, images, graphics, smart art, animations, story content board, etc. The agency must be well-versed with tools of designing, scheduling, performance tracking, utilizing trends & best practices for wider reach, utilizing keywords, user engagement tactics, etc., for greater visibility and reach.
- **Content Calendar:**
- Basic and referral inputs are to be obtained by the Agency from the Department of Food Supplies and Consumer Welfare, Govt. of Odisha and OSCSC Ltd., about the Govt. schemes, so that they will have some rudimentary preparedness.
 - Pre-defined weekly content calendar for each of the social media platforms to be shared with the client (or respective offices, as directed), a week in advance for approval
 - The same cycle is to be followed for approval of the content calendar throughout the year.

- Additional posts on live activities/events/announcements to be worked on, over & above the. Pre-defined content calendar.
- The content needs to be textual, visual, audio-video based, Interactive and engaging.
- Above is to be done without any interference with the intellectual property rights (client) of the Govt.

(V) Online Reputation Management & Social Listening:

Online reputation management of the Department of Food Supplies and Consumer Welfare, Govt. of Odisha and OSCSC Ltd., and other assigned handles, in the digital and social media space, will be incumbent upon the selected agency. The agency will use effective tools for social and real-time listening and monitoring. This will include, but will not be limited to:

- Comprehensive social media monitoring of the assigned handles/brands, through an approved in-house software and the findings to be reported to the client. The monitoring tool must have been a paid version for the entire period of the contract.
- Trend monitoring: To spot and flag emerging trends.
- Brand monitoring: To monitor conversations on the brand and provide insights on incoming queries, reach, and campaign.
- Moderation of all social media platforms to address spam, unauthorized ads, inappropriate content, etc.
- Filtering of comments, providing responses to official social media profiles (upon approval), and creation of relevant tagging & linkages.
- Grievances and feedback received from the public are to be analyzed, filtered and shared with the client fortnightly.

(vi) Innovative Campaigns: - The agency is required to conceptualize periodic innovative campaigns, to propagate the vision/efforts/ initiatives/achievements of the Department of Food Supplies and Consumer Welfare, Govt. of Odisha and OSCSC Ltd., and to develop 'Vikshit Odisha' on social media.

(VI) Crisis Communication:- In the event of unforeseen occurrences, which may have the potential of creating a negative perception about the government, the agency will have to take proactive steps to assist in diffusing the negative communications through social media communications, as deemed fit.

The agency will have to work towards sustaining and increasing the subscribers' base and engagement with the website of the Department & Corporation by creating new content, artwork, designing a consumer engagement quiz, opinion polls, etc. It also includes working with various state departments & corporations to design and execute innovative consumer engagement activities.

- (viii) **Analytics:** Collect, monitor, and leverage social media site analytics (for example, Facebook Insights, etc.) to improve Social Media Optimization, along with media aggregation and analysis across all media and major languages to be delivered on an integrated dashboard and app.
- (ix) **Storage of Content (Social Media):-** Storage of raw footage/content and processed content in digital formats for the purpose of archiving will be the responsibility of the agency. The archived content should be available for at least 3 years.
- (x) **Key Influencer Marketing Program:-**

Arrange for bloggers & Influencers, as and when instructed by the Department of Food Supplies and Consumer Welfare, Govt. of Odisha and OSCSC Ltd., Planning and executing "Key Influencer publicity campaign Programs" on the Department & Corporation's Social Media platforms. Influencer marketing or influence marketing, is a form of marketing in which focus is placed on specific key individuals or types of individuals rather than the target market as a whole on Social Media platforms. Key Influencer Publicity & marketing: Align relevant influencers with notable clout score, who are well known in the subject, have a top remote reach of our content to the audience, thus increasing reach & visibility.

The influencer marketing should aim at engaging Top influencers in the Digital/Social Media. The primary focus of the influencer marketing shall be on blogs & forums and other social media channels. Apart from the regular activities, the agency must make sure that content is generated for the social media channels through these influencers to spread awareness about schemes/initiatives of Department of Food Supplies and Consumer Welfare, Govt. of Odisha and OSCSC Ltd., or to increase the reach for a Social Media campaign.

3. SPECIFIC DELIVERABLES

In the outlined broad scope of work, the deliverables have been as far as practicable measured and benchmarked with the corresponding bottom line.

Sl. No.	Social Media	Frequency
1	Social media content creation for each of the assigned handles, posting, scheduling and maximizing outreach efforts,	Daily
2	Comprehensive social media monitoring of the assigned handles/brands through approved software and reporting the findings to the OSCSC Ltd.	24x7, to be reported Daily
3	Short format videos like reels, etc., are suited for social media engagement for each of the assigned social media handle.	10 per month
4	Blogs (in consultation with the respective office) for each of the assigned social media handles.	5 per month

REPORTING

5	Buzz trend monitoring: total number of mentions around relevant keywords, along with insights on any spikes/plunges in the data and monitoring of daily	24x7, to be reported daily
6	To identify and report influencing powers/personalities on social media, advocates of the government of Odisha, quality of content being generated and its impact.	24x7, to be reported weekly
7	Social media performance report, detailing the reach, engagement, user demographic details and analytics for he influencer Marketing should aim at engaging Top influencers in the Digital/Social Media. The primary focus of the influencer marketing shall be on blogs & forums and other social media channels. Apart from the regular activities, the agency must make sure that content is generated for the social media channels through these influencers to spread awareness about schemes/initiatives of Department of Food Supplies and Consumer Welfare,	Monthly

	Govt. of Odisha and OSCSC Ltd., or to increase the reach for a Social Media campaign. each of the assigned handles and special Consolidated work done by the social media agency to achieve the mandate of the monthly tender, all initiatives, analytics report, impact created and achievements.	
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ADDITIONAL:

- Support any initiatives (digital, electronic or on-ground) of the state government and execute a comprehensive communications outreach plan.
- Designing capabilities to create artwork for print/digital communication.
- People's engagement at the division/district level to gather feedback about the state government schemes, decisions and policies by means of direct/indirect communication and social events.
- Identify and maintain a national list of media professionals relevant to the Department of Food Supplies and Consumer Welfare, Govt. of Odisha and OSCSC Ltd.

4. RESOURCE PLANNING

Sl. No.	Item	Unit	No. of Resources
1	Team Leader	Man-Month	01
2	Content Writers- English+Hindi (1), Odia (1)	Man-Month	02
3	Graphic Designer	Man-Month	01
4	Video Editor	Man-Month	01

5. PROJECT DURATION

The contract will be assigned for a period of two (2) years, **which may be extended for an additional 6 months at a time (up to a maximum of 1 year)**, subject to satisfactory performance of the agency, and on the same terms & conditions, without any cost escalation. The Department of FS & CW, Govt. of Odisha and OSCSC Ltd., will evaluate and assess the performance of the agency after one year through its own mechanism. The decision of the Department & OSCSC Ltd., regarding extension will be final and binding.

6. RESOURCE ELIGIBILITY AND EXPERIENCE

Sl. No	Profile	Eligibility & experience
	Team Leader (1) (Leading the public relations & communications mandate, coordination with the OSCSC Ltd., & other offices, and the media management, editorial services, press briefing and project delivery)	<ul style="list-style-type: none"> ➤ Postgraduate in journalism or mass communication. ➤ 10 years of work experience leading the social media/media management/communication in any State/ Central government or PSU organizations, with work experience in Odisha.
	Content writer-English+Hindi (1) (content development)	<ul style="list-style-type: none"> ➤ Postgraduate in English literature with PG Diploma in Journalism/Mass Communications. ➤ 4 years of content writing/editorial experience for a media firm/government client, excellent Writing and editing skills in English + Hindi. ➤ Experience in Free-lance Hindi writing will be preferred.
	Content writer-Odia (1) (Content development, drafting specialized articles & translation from/Odia to English+Hindi) and vice-versa.	<ul style="list-style-type: none"> ➤ Post-graduate in any Social Science with PG Diploma in journalism/mass communications ➤ 4 years of content writing/editorial experience for a media house/government client/academic ➤ Institute, excellent writing, editing and translation skills in Odia. ➤ Experience in Free-lance Odia writing will be preferred.
	Graphic designer (1) (producing artwork, videos, Graphic & video editing, visualization work development content) to communications	<ul style="list-style-type: none"> ➤ Degree/Diploma in Graphic Design/Animation. ➤ Having 4 years of working experience in Photoshop, Illustrator, CorelDRAW X5, Flash Cs4, and Basic HTML. ➤ Conversant with the latest version
	Video Editor (1)	<ul style="list-style-type: none"> ➤ Bachelor/Diploma in video editing ➤ Having 4 years of working experience with Adobe Premiere Pro, Final Cut Pro, Avid Media Composer, DaVinci Resolve, and After Effects.

* The resume of all proposed resources needs to be attached to the technical bid. Proficiency in the respective language for content writing In Odia, English & Hindi has to be ensured. The final deployment of resources will only happen after they are personally interviewed by the Department & OSCSC Ltd., for fitment. OSCSC Ltd., will provide space for the upcoming workstation. The agency shall provide technology support (hardware & software) to the deployed resources to perform day-to-day tasks.

The proposed team should not be changed during the execution of the project. If needed, a replacement (not more than one) to be made with another resource of similar educational & professional credentials with necessary prior approval from the client (OSCSC Ltd).

Note: The team must be available, capable and equipped to respond 24x7, keeping in mind the mandate & objective of Public Relations and communications outreach. The agency is expected to perform tasks as listed in the 'scope of work'. In addition to the above scope of work, the agency will also be responsible for any additional work assigned under the ambit of Social Media and communications.

Note: The agency in the financial quote must provide the total cost of providing social media services, including service charges to the OSCSC Ltd., calculating the same for a period of one (1) year.

Note: The client will demand additional manpower, if need be, on the same terms and conditions at the selected cost.

7. TECHNICAL EVALUATION CRITERIA

Sl. No.	Parameters	Score	Marks Scored
A.	Technical Documentation	70	
i	The average annual turnover of at least Rs.5 Crore in any three (3) FYs out of the preceding 5 FYs in multi-media activities i.e. 2020-21, 2021-22, 2022-23, 2023- 24 & 2024-25. Rs.5 Crore -(10 marks), Rs.5-10 Crore- (15 marks) More than Rs. 10 Crore (20 marks)	20	
ii	Years of experience in the field of Social Media management agency. (3-5years- 05 marks/ More than 5 years -10 marks)	10	
iii	Manpower deployment Team leader 5 marks x 1 resource Content writer-(English+Hindi, Odia,) 05 marks x 2 resources Graphic designer 2.5 mark x 1 resource Video editor 2.5 marks x 1 resource	20	
iv	Executed and handled at least 2 projects related to social media jobs, each amounting to more than 1 Crore of any Government Ministry/Department (Central/State), Public Sector Undertaking in the last three financial years, i.e. 2022- 23, 2023-2024 & 2024-2025. 2 Work orders (10 marks), 3-5 work orders (15 marks), more than 5 work orders (20 marks)	20	
B.	Technical Presentation	30	
I	Content creation & Creativity Sample press releases and newsletter (in Odia & English+Hindi) on the Govt. of Odisha (dummy creative and writing samples), coffee table/e, e-books/website designing)	10	
II	Approach /Methodology /Strategy Communications strategy on the successful completion of the first term of the government of Odisha, approach to elevate social media efforts for the Department of Food Supplies and Consumer Welfare, Govt. of Odisha and OSCSC Ltd.	10	
III.	Communication/Performance tracking & Analytics	10	
	Total (A & B)	100	

COMMITTEE BY CLIENT FOR VERIFICATION:

All the work done and reports submitted by the agency, as part of the scope of work, will be verified and validated by a committee of the client office under the Chairmanship of the Managing Director, OSCSC Ltd.

MANPOWER DEPLOYMENT:

The agency needs to deploy the resources, within one week of the award of the contract, on-site in Bhubaneswar. The team (a total of 5 resources) will have to work on-site for daily coordination with the client department. & other offices and deliver daily operational tasks.

8. ELIGIBILITY CRITERIA OF AGENCY (BIDDER)

SL. No.	CRITERIA	DOCUMENTARY EVIDENCE
1	The bidder should have been a registered/ legally valid company under the Indian Companies Act or a registered individual/proprietorship firm/ partnership firm. No consortium is allowed.	A proof of supporting document regarding the legal validity of the bidder shall be submitted.(Copies of registration shall be furnished) (Copy of Certificate of incorporation and Partnership Deed, etc., as applicable, shall be furnished)
2	The bidder should have a valid PAN & GST registration for legally carrying out its business activities.	The bidder should submit PAN copy & IT Return filing copy for the last three consecutive assessment years (i.e. 2022-23, 2023-24, and 2024-25) along with GST registration copy and up-to-date GST Return filing copy.(Photocopies of PAN Card and GST registration certificate shall be furnished)
3	Registered under the Employees Provident Fund Act, 1952.	Copies of registration & validity shall be furnished
4	Registered under the Employees' State Insurance Act, 1984	Copies of registration & validity shall be furnished
5	The Bidder must have been in operation for a minimum period of 5 years with at least three years' experience in	A certificate from the Chartered Accountant certifying that the bidding agency is in operation for a minimum period of 5 years as on 31st March 2025,

	Social Media management (up to the last date of submission of bid) for any Central / State Government / Autonomous bodies / PSUs.	with at least 3 years of experience in providing services in social media management, must be submitted along with the requisite work orders in support of the experience claimed.
6	The bidder must have executed and handled at least 2 projects related to social media jobs, each amounting to more than 1 Crore for any Ministry / Department (Central / State Government), Public Sector Undertaking in the last three financial year's i.e. 2022-2023, 2023-2024, & 2024-2025.	Copy of Work Order/Contract and work completion/ payment receipt.
7	The average annual turnover of at least Rs.5 Crore in any 3 FYs out of the preceding 5 FYs in multi-media activities, i.e. 2020-21, 2021-22, 2022-23, 2023- 24 & 2024-25.	The bidder must submit A certificate from a chartered accountant clearly mentioning of average turnover with signature, stamp/ registration no. and audited balance sheet of the last five financial years.
8	The bidder with unsatisfactory performance, if any, will not be eligible for the tender process.	An undertaking that the bidder has not been terminated from any Govt / PSU organization due to unsatisfactory performance.
9	The Agencies must not have been barred or blacklisted by any State/ Central Government Ltd., Govt. PSUs and also should not have indulged in any criminal offence.	An Affidavit to this effect shall be furnished.
10	The Registered Office/Branch Office of the selected Service Provider must be located within the jurisdictional area of the user Client Office.	The bidder must submit an undertaking that if selected, shall establish an office in Bhubaneswar, Odisha.

9. EVALUATION AND SELECTION PROCEDURE

A three-stage process will be adopted as explained below for the evaluation of the proposals:

9.1 Preliminary scrutiny (1st Stage):

Preliminary evaluation of the bids will be done to determine whether the bid complies with the prescribed eligibility condition and whether the requisite documents/information have been properly furnished by the bidder or not. Submission of the following documents/information will be verified:

- Proof submission of Legal Validity Certificate
- Filled in Bid Submission Check List in Original
- Covering letter (TECH-1) on the bidder's letterhead requesting to participate in the bidding process.
- Bid Processing Fee as prescribed
- Deposit of EMD as prescribed
- Copy of PAN
- Copy of Certificate of Incorporation/ Registration
- Copy of Goods and Services Tax Identification Number (GSTIN) with up-to-date GST return 3B filing copy.
- Copy of EPF, ESI Registration Number and validity
- Copies of IT Return for the last three assessment years
- **(FY 2022-23, 2023-24 and 2024-25)**
- General Details of the Bidder **(TECH -2)**
- Financial capability of the bidder, along with all the Supportive documents as applicable, duly signed and certified as per the instructions. **(TECH -3).**
- Power of Attorney **(TECH - 4)** in favour of the person signing the bid on behalf of the bidder.
- List of completed assignments of similar nature (Past Experience) Details, as per Si. No-7 of the eligibility criteria, along with copies of contracts / work orders from previous clients. **(TECH - 5)**
- Self-Declaration on Conflict of Interest **(TECH -6)**

- Affidavit for not having been black-listed by any Central/ State Government/Any other autonomous bodies/ International & National Organization. **(TECH - 7)**
- Duly filled in Technical Proposal Forms **(TECH - 8 & 9)**.
- All the pages of the proposal and enclosures / attachments are signed by the authorized representative of the bidder
- Proof of registered office at Bhubaneswar, if selected.
- Turn over the certificate of the last five years, duly certified by the CA as per
- SI. No-8 of the eligibility criteria.

Bids not complying with any of the above requirements will be outrightly rejected.

9.2. Technical Evaluation (2nd Stage):

The technical proposal will be opened and evaluated for those bidders who qualify for the preliminary scrutiny stage. Technical evaluation of the proposals of the qualified bidders shall be made as per the technical parameters mentioned in the objective & Scope.

Bidders will make a presentation before the Client during the technical evaluation stage. The objective of the presentation is to enable the Client to evaluate the bidders about their understanding and preparedness for the proposed assignment. Clarifications, if any, as required by the Client, will also be discussed during the meeting. The schedule for the technical presentation will be intimated to the preliminary evaluation qualified bidders 7 days before the date of the technical presentation. The bidders whose technical proposal secures at least 70 Marks at the technical evaluation stage will be qualified for opening of the financial proposal, and the rest will be eliminated from the process,

9.3 Financial Evaluation (3rd Stage):

The financial proposals of the technically qualified bidders only shall be opened at this stage in the presence of the bidder's representatives who wish to attend the meeting with a proper letter of authorization. The name of the bidder, along with the quoted financial price, will be announced during the meeting.

Evaluation Method:

The Quality and Cost Based Selection (QCBS) method will be followed during the overall selection process. Based on the evaluation of the technical proposal, the technically qualified bidders shall be ranked in accordance with the marks obtained at the stage of technical evaluation. There shall be **70 % weightage** to the technical score and **30 % weightage** to the financial score.

The proposal with the lowest quote (cost) shall be given a financial score of 100, and other proposals shall be given financial scores that are inversely proportional to their prices with respect to the lowest offer. Similarly, the proposal with the highest technical marks shall be given a score of 100, and other proposals shall be given technical scores that are proportional to their marks with respect to the highest technical mark. The total score, both technical and financial, shall be obtained by weighing the quality and cost scores and adding them up. On the basis of the combined weighted score for quality and cost, the consultant shall be ranked in terms of the total score obtained. The proposal obtaining the highest total combined score in the evaluation of quality and cost will be ranked as H-1 bidder, followed by the proposals securing lesser marks as H-2, H-3, etc. The proposal securing the highest combined marks and ranked H-1 will be invited for negotiations, if required and shall be recommended for the award of the contract. In the event two or more bids have the same score in the final ranking, the bidder having the higher technical score during the technical evaluation round will be considered as the H-1 bidder.

Example:

In a particular case of selection of a consultant, it was decided to have minimum qualifying marks for technical qualifications as **70 (Seventy)** and the weightage of the technical bids and financial bids were kept as 70:30. In response to the RFP, three proposals, A, B & C, were received. The technical evaluation committee awarded the following technical score:

A: 75 Mark B: 80 Mark C: 90 Mark

So, all the above three proposals were found to be technically qualified.

The formula for determining the Technical scores (ST) of all the above proposals is calculated as per the following procedure:

$$ST = (100 \times T/TH)$$

Where "ST" = Technical score

"TH" - Highest Technical Score secured by the qualified bidder

"T" = Technical Score of the Proposal under consideration

Using the above formula, the individual technical scores secured by the individual bidders are as follows:

$A = 100 \times (75/90) = 83.33$
$B = 100 \times (80/90) = 88.8$
$C = 100 \times (90/90) = 100$

The financial proposals of the above bidders were opened, and the evaluated quoted prices are as under:

A: 120 INR

B: 100 INR

C: 110 INR

The lowest evaluated Financial Proposal (FM) is given the maximum financial score (SF) of 100. The formula for determining the financial scores (SF) of all other Proposals is calculated as per the following procedure:

$$SF = 100 \times (FM / F)$$

Where "SF" = Financial score,

"FM" = Lowest Evaluated Financial Bid

"F" - Quoted Financial Bid under consideration

Using the above formula, the individual financial score secured by the respective bidders are as follows:

$A = 100 \times (100/120) = 83.33$
$B = 100 \times (100/100) = 100$
$C = 100 \times (100/110) = 90.90$

The weightage given to the Technical (T) and Financial (P)

Proposals are: T - 0.7, and P - 0.3

Proposals are ranked according to their combined technical (ST) and financial (SF) scores using the weights (T = the weightage given to the Technical Proposal; P - the weightage given to the Financial Proposal:

$$\text{Where } S = (ST \times T) + (SF \times P)$$

Accordingly, the combined score secured by each Bidders are as follows:

$$A = (83.33 \times 0.70) + (83.33 \times 0.30) = 83.33 = H3$$

$$B = (88.88 \times 0.70) + (100 \times 0.30) = 92.22 = H2$$

$$C = (100 \times 0.70) + (90.90 \times 0.30) = 98.19 = H1$$

The bidder C securing the highest evaluated Combined Score (S) of 98.19 with an evaluated cost of Rs. 110.00 will be the preferred bidder and recommended for award of the contract, observing due procedure. 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.

➤ **Contract Negotiation:**

Contract Negotiation will be held at a date, time and address as intimated to the preferred bidder. The bidder will, as a prerequisite for attendance at the negotiations, confirm the 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 the availability of proposed professionals, etc.

➤ **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 notify 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 7 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 written amendment signed by both parties. The Contract will be valid for 2 Years from the date of effect of the Contract, subject to annual renewal on satisfactory performance. ***Sub-contracting is not allowed under this RFP.***

➤ **Conflict of Interest:**

Conflict of Interest exists in the event of: (i) conflicting assignments, monitoring and evaluation of the same project by the eligible bidder;

(ii) 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 the Government of Odisha.

(iii) The bidders are to be careful so as not to give rise to a situation where there will be a conflict of interest with the Client, as this will amount to their disqualification and breach of contract.

➤ **Disclosure:**

- a) Bidders have an obligation to disclose any actual or potential conflict of interest. Failure to do so may lead to the disqualification of the bidder or the 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 fulfil any obligations in any jurisdiction relating to the payment of taxes or social security contributions.
 - The disclosure as required has to be made in the form of an affidavit.

➤ **Anti-Corruption Measure:**

- 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.
- A recommendation for award of a 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.

➤ ***Amendment of the RFP Document:***

At any time before submission of proposals, the Client may amend the RFP by issuing an addendum to be published on the website of OSCSC Ltd. Any such addendum will be binding on all the bidders. With a view to allowing reasonable time to bidders to take the addendum into account in preparation for their proposals, the Client may, at its discretion, extend the deadline for the submission of the proposals.

➤ ***Replacement of Key Personnel:***

The Professionals and Support Staff to be deployed under this contract must be dedicated in nature. No replacement of resources is allowed within the lock-in period of 1 Year from the date of effect of the contract unless the client, i.e. the OSCSC Ltd., specially asks for replacement of any resource. In the event of the latter, the dept.'s final decision will be binding upon the agency contracted with. Further, the substitution arising out of death or medical incapacity, which is really beyond the control of the bidder, will be acceptable to the client. The Client also reserves the right to request the Agency to replace the deployed key personnel if they are not performing at a level of satisfaction of the Client. After notification, the Agency will provide the CVs of appropriate candidates within fifteen (15) days for review and approval. The Agency must replace the personnel within **thirty (30) working days** from the date of notice for replacement. If one or more key personnel become unavailable / leave the project for any reason midway under the contract, the Agency must notify the Client at least fourteen (14) days in advance, and obtain the approval prior to making any substitution. In notifying the Client, the Agency shall provide an explanation of the circumstances necessitating the proposed replacement and submit justification and qualification of the substitute personnel in detail to permit evaluation of the impact on the engagement. Any proposed substitute shall have equivalent qualifications and experience the papers of which must be submitted to the client within 15 days of departure of original

professional. The Client reserves the right to examine/assess the new personnel proposed to be provided in replacement. Change in Resources within the lock-in period without being allowed by the client will attract a penalty of 5% of the contract value (service charges) for the first year, over and above losing the proportional remuneration of the resources. Frequent - change / Replacement of Resources from the Agency's side will lead to imposition of penalty by the Client as per the agreed terms and conditions of the contract subsequently termination of the contract. In case there is a gap in the replacement of any resource and support staff, exceeding thirty (30) days, no remuneration will be provided to anybody pertaining to that period.

➤ **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 to, wars or revolutions, fires, floods, riots, civil commotion, earthquakes, epidemics or other natural disasters and restrictions imposed by the Government or other bodies, which are beyond the control of the agency, that prevent or delay the execution of the order by the agency. If a force Majeure situation arises, the agency shall promptly notify to 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 communicate the 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 reserves the right to cancel the contract without any obligation to compensate the agency in any manner for what so ever reason.

➤ ***Engagement of Resources by the Agency:***

The selected Agency shall propose the CVs for all position with detailed qualifications, age, post-qualification experience, area of specialization, positions/designation of proposed resources in line with the requirements in the Terms of Reference, along with the technical proposal. The Client shall evaluate the CVs for deployment based on qualification, age, post-qualification experience, area of specialization and personal interview. The name of the selected professionals/ Support Staff shall be intimated to the concerned agency. The remuneration of the deployed resources is to be paid by the agency, and the same shall be reimbursed by the Client on submission of supporting documentary evidence regarding the payment of salaries as well as statutory dues like EPF, ESI and professional charges (if any) paid/deposited by the agency in respect of the deployed resources. In case the performance of a deployed resource is found unsatisfactory, more competent resources shall be provided for interview & selection within 15 days from the date of intimation of the same to the Agency.

10. TERMS AND CONDITIONS:

Request for Proposal is invited from eligible Agencies fulfilling the laid down eligibility criteria to submit their proposals. The details relating to the eligibility criteria, terms and conditions and other information relating to this RFP can be downloaded from OSCSC Ltd., Portal <https://oscsc.in/>, & Department Portal <https://www.foododisha.in/>. Tender shall be opened on **09/10/2025 at 03:30 PM** in the Board Room of the Corporation Head Office. The proposal may be submitted to the Managing Director, OSCSC Ltd., at the address mentioned in the SI. No-6 of the Bidder Data Sheet in a sealed envelope. The last date for receipt of proposals is **08/10/2025 at 05:00 P.M.**

- I. This Tender Document is a two-bid format for submitting the offers. It contains the "Technical" and "Financial" bid formats. Both the bids shall be submitted in separate sealed covers identified as "Technical" and "Financial" bids. Both the sealed covers should be put inside a bigger sealed cover, super scribed with the name of the supplier/bidder, the tender call notice number and the last date for submission. The "Financial bids" of the technically qualified agencies shall only be opened.
- II. Selected Agencies will have to sign an Agreement with the Managing Director, OSCSC Ltd., for the execution of the work. If the Agency fails to sign the Agreement within the given period, the selection of the Agency will be cancelled automatically. The cost of this effect will be borne by the selected bidder.
- III. Wherever specific terms & conditions have not been spelt out in the document, the OGFR of the State Govt shall apply.
- IV. All the crucial figures, i.e. Rates & amounts, should be written in figures followed by words in a bracket in the tender document.
- V. There shall be no overwriting in the tender documents and other papers submitted; any alteration should be initialed with a seal by the same person who signs the Tender document.
- VI. All the rates and amounts shall be quoted in Indian Rupees (INR).
- VII. The rates quoted by the Agencies shall be exclusive of GST and taxes will be paid by the client as per the applicable rate under the GST Act. Bidders are required to quote unit rates exclusive of all taxes for each item in the tender paper.

- VIII. All the disputes shall be subject to the jurisdiction of Civil Courts situated at Bhubaneswar.
- IX. Each page of this Tender Document should be signed by the bidder with seal in token of having read, understood and accepted the terms and conditions of this contract.
- X. All the documents and papers submitted with the bid should be in English and shall be authenticated under the seal and signature of the bidder.
- XI. In case of any dispute/ambiguity arises in the documentation, the decision of OSCSC Ltd., / Tender Inviting Authority shall be final.
- XII. Bidders are to ensure that their offers are complete in all respects. Any deviation (Agencies are found to be false) of non-compliance may lead to rejection of their offer at any stage.
- XIII. OSCSC Ltd., will not be responsible for any loss, damage, or injury caused at the time of execution of the contract. The firm shall own the whole responsibility.
- XIV. In case of breach of contract, the Performance Bank Guarantee will be forfeited, and the Agencies shall be blacklisted/recommended for blacklisting for a period of 3 years from participating in any Government/ PSU Tenders.
- XV. OSCSC Ltd., will reserve the right to cancel the Agencies if it will not perform the work as per the quality standard and timeline to undertake the assigned work.
- XVI. The Agency must submit the GST bills/invoices to OSCSC Ltd.
- XVII. OSCSC Ltd., will have the right to cancel the Agency without assigning any reason whatsoever and also reserve the right to modify the terms and conditions for selection of the Agency.
- XVIII. OSCSC Ltd., reserves the right to reject any /all applications without assigning any reason whatsoever. All the decisions taken by OSCSC Ltd., will be final, and no further representation in this regard will be entertained.
- XIX. Bidder should submit Bid Security Deposit on the condition that withdrawal or modification of their bids/ violation of the Terms and Conditions of the Tender documents during the period of validity, etc., will lead to forfeiture of EMD and shall be suspended for a period of 3 years from participating in any Government/ PSU Tenders.

- XX. The selected Agency shall not assign the work to any other Agencies to perform its Obligation under the agreement.
- XXI. The Firm/Agency shall abide by all statutory and regulatory Acts of both the Central Government and the State Government.
- XXII. Submission of more than one competitive bid by the same Firm in response to the same Tender call Notice is discouraged. However, in the event of this, the bid received later will only be taken into account for technical evaluation.
- XXIII. The "Performance Security" may be forfeited partly or fully in case of failure to fulfil the terms and conditions of the contract/ work order issued from time to time within the agreement period.
- XXIV. No advance payment shall be made. The monthly payment due will be made after receiving service from the firm and after certification given by the concerned Officer/ Committee that satisfactory service has been rendered as per the specification of the work order.
- XXV. TDS under IT & GST shall be deducted as per law.
- XXVI. Failure to provide service as per specifications mentioned in the work order may lead to forfeiture of the Performance security.
- XXVII. Each page of this Tender document should be signed by the bidder with a seal in token of having read, understood and accepted the terms and conditions of this contract.
- XXVIII. All or any of the tenders (or bids) submitted can be rejected without assigning any reason thereof. No claim whatsoever shall be admissible for the alleged loss/damage suffered by the bidders on account of such rejections.
- XXIX. If work is not found satisfactory continuously for more than 3 months, it will be liable to be cancelled without giving any reasons thereof. No payment shall be made if the Agreement is cancelled.
- XXX. Non-responsive Bids to the tender Document will be summarily rejected.
- XXXI. The projected work may be decreased or increased as per the requirement.
- XXXII. The Firm/Agency must have qualified manpower for their role, who should supervise the execution of work/service on the spot.
- XXXIII. The Registered Office of the selected Service Provider must be located within the jurisdictional area of the client's office. The bidder must submit an undertaking that if selected, shall submit proof of having a registered office in Bhubaneswar, Odisha. The service provider should provide the name,

designation and contact number of the person to liaise with the client. Valid Address proof of the office (Agreement Copy with Telephone / Electricity Bill) to be submitted.

- XXXIV. Software Cost/ License Cost for News tracking and analysis shall be met by the Agency. Any requirement and corresponding expenditure shall be made after taking prior approval from the competent authority of OSCSC Ltd.
- XXXV. All travel-related expenses for this assignment will be met by OSCSC Ltd., upon verification of actual invoices/bills. Prior approval from the competent authority of OSCSC Ltd., is mandatory for such expenditures.

10. A

- a) The deployed personnel shall be required to report for work as per official timings and as directed by the Client/Department, ensuring adherence to the specified work schedule as & when required. There will also be occasions of working beyond the scheduled time, and no complaint will be entertained on this scope. In case the person deployed remains absent on a particular day or comes late/leaves early on three occasions, a proportionate deduction from the remuneration for one day will be made.
- b) The person deployed may be called on holidays to attend duty and shall not be paid extra remuneration by this office.
- c) The Media Management Agency shall nominate a coordinator from their establishment who shall be responsible for immediate interaction with the Office so that optimal services of the persons deployed can be availed without any disruption.
- d) The entire financial liability in respect of the manpower deployed in the client office concerned shall be that of the Agency. OSCSC Ltd., will only reimburse on submission of monthly claim bills and will in no way be liable for any other charges beyond the rate of the contract. It will be the responsibility of the Agency to pay to the person deployed a sum not less than the minimum rate quoted in the financial bid and certify to that effect.
- e) For all intents and purposes, the Agency shall be the "Employer" within the meaning of different Rules & Acts in respect of the manpower so deployed. The persons deployed by the Agency shall not have any claim whatsoever as a matter of employer and employee relationship against the client office concerned.

- f) The Agency shall be solely responsible for the redressal of grievances or the resolution of disputes relating to the personnel deployed.
- g) The office of the OSCSC Ltd., shall not be responsible for any financial loss or any injury caused to any person deployed by the Agency in the course of performing their functions/duties, and hence shall not be liable for any such compensation.
- h) The persons deployed by the Agency shall not claim nor shall be entitled to pay, perks and other facilities admissible to regular/confirmed employees during the currency or after expiry of the Agreement.
- i) In case of termination of this Agreement on its expiry or otherwise, the persons deployed by the Agency shall not be entitled to and shall have no claim for any damages.
- j) The Bidder/Agency must have been registered with the concerned Government Authorities, i.e. Provident Fund Authorities, Employees'
- k) State Insurance Corporation, etc., and a copy of the registration should be submitted as part of the bid.
- l) The selected Agency shall provide a substitute well in advance if there occurs any probability of the person leaving the job due to his/her own personal reasons. The payment in respect of the overlapping period of the substitute shall be the responsibility of the Agency. The latter shall be responsible for contributions towards the Provident Fund and the Employees' State Insurance, wherever applicable.
- m) The persons deployed by the Selected Agency/ Successful bidder should have good antecedents and no criminal case should have been pending against them.
- n) The persons deployed should be polite, cordial and efficient while handling the assigned work, and their actions should promote goodwill and enhance the image of the client office concerned. The Media Management Agency shall be responsible for acts of indiscipline on the part of the persons deployed.
- o) The persons deployed shall, during the course of their work, be privy to certain qualified documents and information which they are not supposed to divulge to third parties. In view of this, they shall be required to take an oath of confidentiality and breach of this condition shall make the Agency as well as

the person concerned liable for penal action under the applicable laws besides, action for breach of contract.

- p) The Media Management Agency shall be responsible for compliance of all statutory provisions relating to minimum wages payable to different types of workers in respect of the persons deployed by it in the client office. or office concerned. The client office concerned shall have no liability in this regard.
- q) The Agency shall also be liable for depositing all admissible taxes, on account of service rendered by it to the client office concerned, to the concerned tax collection authorities, from time to time, and as per the rules and regulations in the matter. Attested Xerox copies of such documents shall be furnished to the client office concerned in each month, along with the bill for the succeeding month for reimbursement.
- r) The Agency shall maintain all statutory registers under the Law and shall produce the same, on demand, to the authority of the client office concerned or any other authority under law.
- s) The Tax deduction at Source (TDS) shall be done as per the provisions of the Income Tax Act/ Rules, as amended, from time to time, and a certificate to this effect shall be provided by the client office concerned.
- t) In case, the Agency fails to comply with any liability under appropriate law, and as a result thereof, OSCSC Ltd., office concerned is put to any loss/ obligation, monetary or otherwise, the client office concerned will be entitled to get itself reimbursed out of the outstanding bills or the Performance Security Deposit of the Agency to the extent of the loss or obligation in monetary terms.
- u) The Agreement is liable to be terminated because of nonperformance, deviation from the terms and conditions of the contract, non-payment of remuneration of employed persons and non-payment of statutory dues. OSCSC Ltd./client office concerned will have no liability arising out of non-payment of remuneration to the persons employed by the Agency, and that of outstanding statutory dues to statutory authorities. If any loss or damage is caused to the client's office concerned by the persons deployed, the same shall be recovered from the unpaid bills or adjusted from the Performance Security Deposit, or by both as the case may be, to make good of the loss.
- v) Over and above the scope of work, the agency shall have to ensure optimal performance by discharging key responsibilities as follows;
 - The agency will arrange, install and maintain equipment for transmission of data and images to the client or anywhere, as instructed by the client.

- Expenditure pertaining to manpower deployed in the process, along with maintenance, cost of hardware, facility charges, etc., will be borne by the agency.
- The agency is solely responsible for managing the activities of its personnel and will hold itself responsible for eventful misdemeanour.
- Agency shall not use the name, trademark or Logo of the client in any advertisement, press release, publicity or other materials printed or published with reference to this Agreement without the written consent of the other, or as required by law or any governmental agency.

11. BID VALIDITY PERIOD :

The Offer submitted and the prices quoted therein shall be valid for **90 days** from the date of opening of the Bid.

12. BID PROCESSING FEES (NON-REFUNDABLE) :

The bidder must furnish as part of the technical proposal, the required bid processing fee (Non-refundable) amounting to **₹ 5,000/- only (Rupees Five Thousand Only)** in the shape of a DD from any scheduled commercial bank in favour of the **“Managing Director, OSCSC Ltd”**., payable at **Bhubaneswar**. Proposals received without a bid processing fee shall be rejected.

13. EMD (Earnest Money Deposit) :

Bid Security (E.M.D.); the tender document shall be accompanied by Earnest Money Deposit (EMD) of **Rs. 5,00,000/- only (Rupees Five Lakh Only)**, without which the tender shall be rejected. The Deposit of Earnest Money should be made available in favour of the **Managing Director, OSCSC Ltd.**, payable at **Bhubaneswar**, in the form of a DD/FDR in an envelope along with the sealed covers of the "Technical" bid. The EMD will be forfeited if they (a) withdraw or modify their bids/violate the Terms and Conditions of the Tender documents during the period of validity, etc. (The EMD will be forfeited, and the agency shall be suspended for a period of 3 years from participating in any tender of the Government and PSU. (b) In case of a successful bidder, if the bidder fails to sign the contract in accordance with this tender document. EMD shall be forfeited. EMD of the successful bidder shall be retained till the agreement is signed and Performance Security is deposited. In regard to other bidders not having violated the tender terms and conditions, the EMD will be returned after completion of the tender process. The EMD shall be exempted for MSME units/start-ups as per the extant policy of the appropriate Govt.

14. PERFORMANCE SECURITY :

The selected Media Management Agency shall have to furnish a Performance Security of @ 5% of the contract value, in the form of a Bank Guarantee from any Nationalized Bank/Scheduled Bank situated in Bhubaneswar, Odisha. Bank Guarantee (BG) having been duly pledged in favour of the “**Managing Director, OSCSC Ltd.**”, within 15 days of notifying the acceptance of the proposal for the award of contract as per the format at Annexure-E. The performance security shall be valid for a period of one month beyond the entire contract period (i.e. Performance Security) must be valid from the date of effect of the contract to a **period of 60 days beyond the contract period** as its commitment to perform services under the contract. Failure to comply with the above requirements shall constitute sufficient grounds for the forfeiture of the EMD. The Performance Security shall be released immediately within 15 days of expiry of the contract period, if there is no breach of contract on the part of the finally selected bidder. No interest shall be paid on the Performance Security.

15. TERMINATION OF CONTRACT :

- All designs, reports, other documents and software submitted by the bidder pursuant to this work order shall become and remain the property of the client, and the bidder shall, not later than upon termination or expiry of this work order, deliver all such documents and software to OSCSC Ltd., within 30 days together with a detailed inventory thereof.
- The contract can be terminated by OSCSC Ltd., during the period of the contract, in case of Violation of the terms & conditions of the contract or the public interest. In the event of a violation of contract by the agency, the performance bank guarantee can be forfeited by OSCSC Ltd. Apart from the levy of a fine/ recovery and termination of the contract, including blacklisting the concerned agencies.
- If at any given point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder doesn't fulfil any of the contractual obligations, the Client may take a decision to cancel the contract with immediate effect. Performance security of the agency may also be forfeited if the performance of the agency is not satisfactory.

16. INDEMNITY :

Agency shall indemnify the OSCSC Ltd against all claims, actions, suits and proceedings for the infringement or alleged infringement of any patent, design or copy write protected either in the country of origin or in India by sue of any

equipment supplied by the Agency, proceeding for any false information, if claims made on OSCSC Ltd, shall be notified to the Agency of the same and the Agency shall at its own expense either settle such dispute or conduct any litigation that may arise there from.

17. PENALTY CLAUSE :

In case of late/unsatisfactory/no services on a specific/broad activity, in which the agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract, the agency shall be liable to a penalty @ 10% of the monthly service charge. The timeline/schedule of deliverables will be decided as and when the requirements/tasks /activities arise. There will be a periodic review of the punctuality and quality of the postings. The client will have the right to cancel the contract at any time without assigning any reason thereof.

18. EXIT PLAN :

The Service Providing Agency will provide a systematic exit plan and conduct proper knowledge transfer processes to hand over operations to the team/vendor appointed by OSCSC Ltd before project closure and its successful exit management. A time period of 30 days will be given for handing over the detailed documents.

19. DOCUMENTS REQUIRED TO BE SUBMITTED :

1. Supporting document regarding the legal validity of the bidder as per Para 6.1 (Eligibility Criteria)
2. Valid GST registration certificate with up-to-date GST Return filing copies. (Copies shall be furnished)
3. IT Return copies for the last three consecutive assessment years, i.e. 2022-23, 2023-24, 2024-25, along with a copy of the PAN (Copies shall be furnished)
4. Annual turnover certificate of the last three financial years, duly certified by C.A with a valid UDIN. (Indicating membership no. of C.A. with seal) ending on 31-03-2025, with an audited balance sheet of the last three financial years.
5. Demand Draft of **Rs.5,000/- (Rupees Five Thousand only)** towards the cost of tender paper and processing fee in favour of the **"Managing Director, OSCSC Ltd.,"** Bhubaneswar (Non-refundable).

6. An Affidavit in proof of Agencies not having been barred or blacklisted by any State/ Central Government / Govt. PSUs and also not having indulged in any criminal offence (An Affidavit to this effect shall be furnished.).
7. **EMD of Rs.5,00,000/-(Rupees Five Lakh only)** in the form of Security Deposit from any Scheduled Commercial Banks/ duly pledged in favour of the "**Managing Director, OSCSC Ltd.**", payable at Bhubaneswar.
8. Self-Attested Copies of the Work Orders confirming as proof of execution of works as per Si. No-7 of the eligibility Criteria.
9. Copies of registration & validity under the Employees Provident Fund Act, 1952. & under the Employees' State Insurance Act, 1984.
10. The bidder must submit an undertaking that, if selected, shall establish an office in Bhubaneswar, Odisha.

20. SUBMISSION OF PROPOSAL :

This Tender Document is a two-bid format for submitting the offers. It contains the "Technical" and "Financial" bid formats. Both the bids shall be submitted in separate sealed covers identified as "Technical" and "Financial" bids. Both the sealed covers should be put inside a bigger sealed cover boldly super scribed with the name of the supplier/bidder, the tender call notice number, the last date for submission and the title of the RFP for undertaking activities relating to the selection of Media management Agency.

Bidders must submit their proposals through **Speed Post** containing the tender papers in the box put at OSCSC Ltd., Bhubaneswar, addressed to **the Managing Director, OSCSC Ltd., C/2, Nayapalli, Bhubaneswar – 751012.**

DECLARATION

I do hereby declare that the documents submitted in respect of the information referred to above are true to the best of my knowledge and belief, and also do undertake that if at any time the documents are found to be forged, I will be held responsible.

Signature of the bidder

(TECH-1)

TECHNICAL PROPOSAL SUBMISSION FORMS

COVERING LETTER

(In Bidder's Letter Head)

Date: _____

To

**The Managing Director,
Odisha State Civil Supplies Corporation Ltd.,
C/2, Nayapalli,
Bhubaneswar-751012, Odisha**

Subject: SELECTION OF AGENCIES FOR "selection of Social Media management Agency".

Dear Sir,

I, the undersigned, request you to participate in the selection process for _____ in accordance with your request for proposal No. _____ dated _____. We are hereby submitting our proposal which includes Technical proposal and Financial proposal sealed in separate envelopes. /

I hereby declare that 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 the disqualification of our proposal. Our proposal will be valid for acceptance up to **90 Days**, and I confirm that this proposal 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 to be violated, then your Client Office shall, without prejudice to any other right or remedy, be at liberty to reject our proposal, 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: _____

(TECH-2)

FORMAT- I, DETAILS OF THE BIDDER

Sl. No.	Description	Full Details
1	Name of the Bidder	
2	Address for communication: Tel: Fax: Email id :	
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 Odisha Please furnish contact details	
6	Bid Processing Fee Details Amount; BC/DD No. : Date: Name of the Bank:	
7	PAN Number (Copy)	
8	EPF & ESI Registration Details	
9	Goods and Services Tax Identification Number (GSTIN)Registration Certificate	
10	Whether willing to carry out assignments as per the scope of work of the RFP	
11	Whether to accept all the terms and conditions as specified in the RFP	
12	Proof of ownership of Agency.	

Authorized Signatory [*In full and initials*]:

Name and Designation with Date and Sea

(TECH-3)

FORMAT FOR FINANCIAL CAPABILITY OF THE AGENCIES

Sl. No	Financial Year	Annual Turnover (In INR)	Profit after Tax (PAT)
1	FY 2020-21		
2	FY 2021-22		
3	FY 2022-23		
4	FY 2023-24		
5	FY 2024-25		

Enclose the certificate issued by a Chartered Accountant stating the details of annual turnover during the above five financial years, along with an audited financial statement as per **Sl. No-8 of Eligibility Criteria**,

Name of the Authorized Representative:

(Signature of the Authorized Representative with Date)

(TECH-4)

FORMAT FOR POWER OF ATTORNEY

(To be submitted in original on Bidder's Letter Head)

Dated: _____

POWER OF ATTORNEY

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 organization acting for and on behalf of the organization 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>,

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

Name of the Authorized Representative:

(Signature of the Authorized
Representative with Date)

ACCEPTED:

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

(TECH-5)

Bidder's Past Experience

(Lists of Professional Resources Deployment Services Contracts)

Sl. No.	Assignment Details	Name of the Client	Details of Professional s/Support Staff deployed by the Bidder	Contract Value in INR	Date of Award / Commencement of assignment	Date of Completion of the assignment	Remarks if any
1							
2							
3							
4							
5							

Authorized Signatory *[In full and initials].*

Name and Title of Signatory with date and seal

Enclose Self-Attested Copies of the Work Order confirming as proof of execution of works as per **SI. No-7 of the Eligibility Criteria.**

(TECH-6)

**INFORMATION REGARDING ANY CONFLICTING ACTIVITIES AND
DECLARATION THEREOF**

(To be submitted on Bidder's Letter Head)

I, hereby declare that our agency, as an Individual/proprietorship / Partnership / Pvt. Ltd. Company, as a member of any consortium, is not indulged in any such activities which can be termed as conflicting activities.

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.

Authorized Signatory *[with Date and Seal]* _____

Communication Address of the Bidder _____

(TECH-7)

**DECLARATION FOR NON-BLACKLISTING/NON-INDULGENCE IN CRIMINAL
ACTIVITY**

**(In the shape of an affidavit to be executed on Rs. 10/- Non-judicial stamp
paper by Public Notary/Executive Magistrate)**

To

**The Managing Director,
Odisha State Civil Supplies Corporation Ltd.,
C/2, Nayapalli,
Bhubaneswar-751012, Odisha**

Subject: Non-Blacklisting non-indulge in criminal activity / judicial proceedings, etc.

Sir,

In response to the "Request for Proposal" (RFP) dated _____ I/we do hereby declare that there is no case with Police/ Court/ regulatory authority non-indulgence in criminal activity against the proprietor/ firm/ partner. Also, I/we have not been suspended/ delisted/blacklisted by any other Government/ Ministry / Public sector undertaking / Autonomous Body/ Financial Institution/ Court. We also certify that our firm/company or any of the partners are not involved in any scam, criminal activity or disciplinary/judicial proceedings settled or pending adjudication.

I remain,

Yours faithfully,

Authorized Signatory [In full and initials]:

Name and Designation of Signatory with Date and Seal

Address of the Bidder:

(TECH-8)

Format of Curriculum Vitae (CV) for Proposed Key

Professional

[For each position of a key professional separate sheet should be prepared]

1. Proposed Position:

2. Name of Agency:

3. Name of Staff:

4. Date of Birth:

5. Nationality:

6. Education:

[Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]

7 Membership in Professional Associations:

8 Other Trainings:

9 Countries of Work Experience:

10 Languages:

[For each language, indicate proficiency: excellent, good, fair, or poor; in speaking, reading, and writing]

Authorized Signatory [In full and initials]:

Name and Title of Signatory with date and seal

(TECH-9)

FORMAT - II: LEGAL CONSTITUTION & NUMBER OF YEARS OF EXISTENCE

Parameter	Information	Supporting Documents	Page No.
Company/Firm Name and Existence		Certificate of Incorporation/ Registration (refer Table below for the appropriate documentation)	
Type of Organization	Private Limited Company/ Registered Individual /Partnership Firm /Proprietorship firm		
Name of Registration Authority			
Registration No.			
Date of Registration			
Place of Registration			
GST Registration, Return filing Status	Registration No,	Registration Proof: up to date GSTR 3B filing copies	
PAN	PAN No.		
IT Returns of the last 03 consecutive years			

Authorized Signatory [In full and initials]:

Name and Designation with Date and Seal:

FINANCIAL PROPOSAL SUBMISSION FORMS

COVERING LETTER

(In Bidder's Letter Head)

Date: _____

To

**The Managing Director,
Odisha State Civil Supplies Corporation Ltd.,
C/2, Nayapalli,
Bhubaneswar-751012, Odisha**

Subject: SELECTION OF AGENCIES FOR "selection of Social Media management Agency".

Dear Sir,

I, the undersigned, offer to provide the service for "Media/Social management" in accordance with your Request for Proposal No. _____

Dated: _____ . **Our attached Financial Proposal amounts to Rupees [Insert amount(s) in words and figures]. This amount is inclusive of the taxes applicable 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 as stipulated in the REP document.

Our financial proposal shall be binding upon us, subject to the modifications resulting from contract negotiations, up to the expiration of the validity period of the proposal of 90 days. I have carefully read and understood the terms and conditions of the REP and do hereby undertake to provide the service accordingly.

I understand that you are not bound to accept any proposal you receive. We thank you for providing us with an opportunity to participate in the selection process. Please find our financial offer as per the Commercial bid format, along with this covering letter.

I remain,

Yours faithfully,

Authorized Signatory [in full and initials]:

Name and Designation of Signatory with Date and Seal:

Address of the Bidder:

SUMMARY OF FINANCIAL PROPOSAL

Sl. No	Name of the Position	Required resources (In number)	Remuneration per month per person (Amount in Figures & Words)	Total Remuneration per month (Amount in Figures & Words)	Total Remuneration per Year (Amount in Figures & Words)
1	Team Leader	01			
2	Content Writers English + Hindi	01			
3	Content Writers Odia	01			
4	Graphic Designer	01			
5	Video Editor	01			
A. Total		05			
B. Service charge (@_____%).					
C. A+B in INR (per year)					
D. GST in INR					
E. GRAND TOTAL IN INR (per year)			(C+D)		

- **Bidders shall** submit the financial proposal as per the prescribed format. **Any** conditional offer will be outrightly rejected by the Client.
- **The** proposal needs to be signed by the authorized representative of the **bidder**.
- **In** the event of any difference between figures and words, the amount indicated in words shall prevail.
- Taxes will be paid by the Client as per the applicable rate under GST from time to time.
- The Offered Price shall remain firm and fixed till completion of the contract.

- Bids with "Nil" or "abnormally low quoted service charges" will be treated as "Non-responsive" and rejected during the financial evaluation stage
- Any conditional bid will be out-rightly rejected.
- The rate shall be quoted in INR with words.

Authorized Signatory [Signature and initials]:

Name and Designation with Date & Seal:

PERFORMANCE BANK GUARANTEE FORMAT

To,

WHERE AS _____ (Name and address of the Consultant) (hereinafter called "the Consultant") has undertaken, in pursuance of RFP dated to undertake the service (Description of **services**) (here-in 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 declare 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 bidder 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 thereunder or of any of the contract documents which may be made between you and the supplier shall in any way release us from any liability under this guarantee and we hereby waive notice of any such change, addition or modification.

This performance bank guarantee shall be valid until the _____ 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 Dtotherwise 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