



FISHERIES & ANIMAL RESOURCES DEVELOPMENT DEPARTMENT
GOVERNMENT OF ODISHA
DIRECTORATE OF FISHERIES, ODISHA, CUTTACK
Website: <https://fisheries.odisha.gov.in> , <https://dahvs.odisha.gov.in>
Phone: 0671-2414061, Email: director.odifish@gmail.com

REQUEST FOR PROPOSAL

RFP No 4220

Dated: 30.03.26

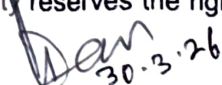
Fisheries & Animal Resources Development Department, Odisha intends to engage a media consulting agency for social media management & creative productions for smooth operation of IEC activities taken up by the two Directorates i.e. Directorate of Fisheries and Directorate of AH&VS under F&ARD Dept. Director of Fisheries, Odisha, Cuttack of Fisheries & Animal Resources Development Department, Odisha invites sealed proposals from eligible bidders for “**Media Consulting Agency for Social Media management & Creative Productions**” under administrative control of Director of Fisheries, Odisha, Cuttack.

The RFP Document containing **details of scope of work, deliverables, eligibility criteria, professional requirements and other bidding parameters** can be accessed and downloaded from the website of F&ARD Department <https://fard.odisha.gov.in>, Directorate of Fisheries <https://fisheries.odisha.gov.in> and Directorate of Animal Husbandry & Veterinary Services <https://dahvs.odisha.gov.in>.

Important dates for the bidding process:

Sl. No.	Critical Events	Time Line
1.	Date of Issue of RFP	31.03.2026
2.	Submission of Pre-Bid Queries	07.04.2026 up to 5:30 PM
3.	Pre-Bid Meeting	08.04.2026 at 3:30 PM
4.	Last Date and Time for Submission of Bid	20.04.2026 up to 5:30 PM
5.	Opening of Technical Bid	22.04.2026 at 11:30 AM
6.	Technical Presentation	27.04.2026 at 11:30 AM
7.	Opening of Financial Bid	28.04.2026 at 11:30 AM

The proposal complete in all respect in a sealed envelope clearly mentioning on top of it “**Selection of Media Consulting Agency for Social Media Management & Creative Productions**” must reach the undersigned through **Speed Post / Registered Post only** latest by **20.04.2026 up to 5:30 PM**. The proposals received beyond the scheduled date and time shall not be considered and will be outrightly rejected. Further, the authority reserves the right to reject any/all proposals without assigning any reason thereof.


30.3.26
Director of Fisheries



REQUEST FOR PROPOSAL

SELECTION OF A MEDIA CONSULTING AGENCY FOR SOCIAL MEDIA MANAGEMENT AND CREATIVE PRODUCTIONS

**FISHERIES & ANIMAL RESOURCES DEVELOPMENT DEPARTMENT
GOVERNMENT OF ODISHA**

March 2026



INDEX

SL. NO.	DESCRIPTION	PAGE
1	BIDDER DATA SHEET	6-7
2	SECTION - 1: LETTER OF INVITATION (LOI)	8-10
3	SECTION - 2: INFORMATION TO THE BIDDER	11-23
4	SECTION - 3: TERMS OF REFERENCE	24-29
5	SECTION - 4: TECHNICAL PROPOSAL SUBMISSION FORMS	30-47
6	SECTION - 5: FINANCIAL PROPOSAL SUBMISSION FORMS	48-51
7	SECTION - 6: ANNEXURES	52-56



DISCLAIMER

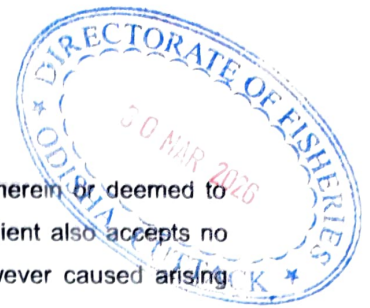
This Request for Proposal (RFP) is issued by the **Director of Fisheries, Odisha, Mangalabag, Cuttack under Fisheries & Animal Resources Development Department, Government of Odisha.**

The information contained in this Request for Proposal document (RFP) or subsequently provided to Bidders, whether verbally or in documentary or any other form by the client or any of their employees or advisors, is provided to Bidder on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided. This RFP is not an agreement and is neither an offer nor invitation by the client to the prospective bidder or any other person.

The purpose of this RFP is to provide interested bidders with information that may be useful to them in the formulation of their proposals pursuant to this RFP. This RFP includes statements which reflect various assumptions and assessments arrived at by the client in relation to the assignment. Such assumptions, assessments and statements do not purport to contain all the information that each bidder may require. This RFP may not be appropriate for all persons, and it is not possible for the client, its employees or advisors to consider the objectives, technical expertise and particular needs of each person/agency who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP may not be complete, accurate, adequate or correct. Each bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this RFP and obtain independent advice from appropriate sources.

Information provided in this RFP to the bidders is on a wide range of matters, some of which depend on interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The client accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

The client, its employees and advisors make no representation or warranty and shall have no liability to any person including any bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP



and any assumptions, assessments, statements or information contained therein or deemed to form part of this RFP or arising in any way in the selection process. The client also accepts no liability of any nature whether resulting from negligence or otherwise, however caused arising from reliance of any bidder upon the statements contained in this RFP.

The issue of this RFP does not imply that the client is bound to select a bidder or to appoint the selected bidder, as the case may be, for service and the client reserves the right to reject all or any of the proposals without assigning any reason whatsoever. Director of Fisheries, Odisha under Fisheries & Animal Resources Development Department, Government of Odisha shall be the sole and final authority with respect to selection of a Consultant/ Agency through this RFP.



BIDDER DATA SHEET

Sl. No.	Particular	Details
1.	Name of the Client	Director of Fisheries, Odisha under Fisheries & Animal Resources Development Department, Government of Odisha
2.	Method of Selection	Quality and Cost Based Selection (QCBS) Method
3.	Availability of RFP Document	https://fard.odisha.gov.in https://fisheries.odisha.gov.in/ https://dahvs.odisha.gov.in
4.	Date of Issue of RFP	31.03.2026
5.	Deadline for Submission of Pre-Bid Queries	07.04.2026 up to 5:30 PM
6.	Pre-Bid Meeting	08.04.2026 at 3:30 PM
7.	Last Date and Time for submission of Bid	20.04.2026 up to 5:30 PM
8.	Date of opening of Technical Bid	22.04.2026 at 11:30 AM
9.	Date of Technical Presentation	27.04.2026 at 11:30 AM
10.	Date of opening of Financial Bid	28.04.2026 at 11:30 AM
11.	Expected Date of Commencement of Assignment (Tentative)	01.05.2026 (Tentative)
12.	Pre-Bid meeting	<ul style="list-style-type: none"> ● Date- 08.04.2026 at 3:30 PM ● Venue- Conference Hall, Directorate of Fisheries, Mangalabag, Cuttack ● All queries received on or before 07.04.2026 up to 5:30 PM in the Email: director.odifish@gmail.com in MS Word format addressed to Director of Fisheries, Odisha, Mangalabag, Cuttack-753001 shall be entertained.
14.	Bid Processing Fee (Non-Refundable)	The Bidder must furnish, as part of the Technical Proposal, a Bid Processing Fee amounting to Rs 5,000/- (Rupees Five Thousand) only in shape of Demand Draft from any scheduled commercial bank drawn in favour of "Director of Fisheries, Odisha, Cuttack" payable at Cuttack.



15.	Earnest Money Deposit (EMD) (Refundable)	The bidder except MSEs & Start-ups must furnish, as part of the Technical proposal, an Earnest Money Deposit (EMD) amounting to Rs.2,00,000/- (Rupees Two Lakh) only in shape of Demand Draft from any scheduled Commercial bank drawn in favour of "Director of Fisheries, Odisha, Cuttack" payable at Cuttack. The MSEs & Start-ups are required to submit supporting documents in support of their claim for exemption. (Required Certificate from the competent authority to be attached).
16.	Performance Security	5% of the Contract Value in shape of Banker's Cheque / Demand Draft in favour of "Director of Fisheries, Odisha, Cuttack" in any Scheduled Commercial Bank payable at Cuttack. There will be relaxation in Performance Security as applicable i.e. 25% of 5% of Contract Value for MSEs & Start-ups
17.	Address for Submission of Proposal	Directorate of Fisheries, Odisha Mangalabag, Cuttack-753001
18.	Mode of Submission of Proposal	Through Speed Post / Registered Post only to the address as specified above during office hour only. Submission of bids through other mode and bids received beyond the stipulated time shall be rejected.
19.	Place of Opening of Technical Proposal:	Conference Hall, Directorate of Fisheries, Odisha, Mangalabag, Cuttack-753001

- For details on the selection process, please visit: <https://fisheries.odisha.gov.in> & <https://dahvs.odisha.gov.in>



SECTION: 1

LETTER OF INVITATION

LETTER OF INVITATION



Name of the Assignment: "Selection of a Media Consulting Agency for Social Media Management and Creative Productions" under Fisheries & Animal Resources Development Department, Government of Odisha officiating at Directorate of Fisheries, Odisha.

1. Director of Fisheries, Odisha under Fisheries & Animal Resources Development Department, Government of Odisha **invites sealed proposal from eligible bidders for Selection of a Media Consulting Agency for "Social Media Management and Creative Productions" under administrative control of Director of Fisheries, Odisha under Fisheries & Animal Resources Development Department, Odisha.** The details on the proposed assignment are provided at '**Section-3: Terms of Reference**' of this RFP Document.
2. **An Agency will be selected under Quality and Cost Based Selection (QCBS) procedure** as prescribed in the RFP Document.
3. The proposal should be complete in all respect as specified in the RFP Document and must be accompanied with a non-refundable amount of Rs.5,000/- (Rupees Five Thousand only) towards Bid Processing Fee in shape of Demand Draft drawn in favour of "Director of Fisheries, Odisha, Cuttack" from any Scheduled Commercial Bank and payable at Cuttack, Odisha, failing which the bid shall be rejected. Each Bidder except MSEs and Start-ups shall deposit **Rs.2,00,000/- (Rupees Two Lakh)** only as EMD (Earnest Money Deposit) in shape of Demand Draft in favour of "**Director of Fisheries, Odisha, Cuttack**" payable at Cuttack, failing which the bid shall be rejected.
4. The proposal must be delivered at the specified address as per the Bidder Data Sheet by Speed post / Registered Post **within the timeline i.e. dt.20.04.2026 (5.30 pm)**. The Director of Fisheries, Odisha, Cuttack shall not be responsible for postal delay or any consequence. Submission of proposal through any other mode shall not be accepted and will be outrightly rejected.
5. The last date and time for submission of proposal complete in all respects is **20.04.2026 up to 5:30 PM** and the date of opening of technical bid is **22.04.2026 at 11:30 AM** in presence of the bidders' representatives at the specified address as mentioned in the Bidder Data Sheet. Representatives of the bidders may attend the meeting with due authorization letter on behalf of the bidders.
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 (Part - A & B)**]
 - e. Financial Proposal Submission Forms (**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 **Directorate of Fisheries and Fisheries & Animal Resources Development Department's** knowledge, Directorate of Fisheries and **Fisheries & Animal Resources Development Department, Odisha, Bhubaneswar** hold no



responsibility for accuracy of information and it is the responsibility of the bidder to check the validity of information/data included in this document.

8. The **Directorate of Fisheries and Fisheries & Animal Resources Development Department**, Govt. of Odisha, Bhubaneswar reserve the right to accept/reject any/all proposals, terminate the entire selection process at any stage without assigning any reason thereof.

Director of Fisheries
Fisheries & Animal Resources Development Department, Odisha



SECTION: 2

INFORMATION TO THE BIDDER



Pre-Qualification /Eligibility Criteria:

Bidders must conform to the eligibility criteria given below and produce required supportive documents/ information as indicated against each as part of their technical proposal:

Sl. No.	Eligibility Criteria	Supporting Documents Required
1	The bidder should be a Company (private/ public) registered in India under Indian Companies Act 2013/Limited Liability Partnership Firm Registered under Limited Liability Partnership Act 2008/ Societies/ Trust Registration Act registered in India under relevant law/ relevant Act. (Joint Ventures/Consortiums are not allowed.)	Copy of certificate of Incorporation/Registration of the bidder
2	The bidder should have minimum average annual turnover of Rs.400.00 lakh from social media management/creative services under IEC/Designing/audio-visuals/Content business in 3 Financial years i.e. FY 2023-24, 2024-25 & 2025-26.	Copies of audited balance sheet/ Income Expenditure Statement for three financial years i.e. FY 2023-24, 2024-25 & 2025-26 (TECH A – 3)
3	The bidder should have experience in minimum 3 Creative Campaigns/Productions for Central / State Government / PSU / Private Organisation during 3 Financial Years i.e. 2023-24, 2024-25 & 2025-26 (minimum value for each creative campaign/production is Rs.15.00 lakh with maximum of 2 work orders per campaign/production). A creative campaign/production includes maximum 2 work orders per campaign/production of IEC materials/ activities like production of videos/TVCs/documentaries/jingles/ designing of collaterals (backdrops/ standees/ hoardings/leaflets/booklets/brochures/coffee table books/newsletters)/ social media campaign for any Govt. or Pvt. Organization. Designing, Social Media Management, Photography in Event Management shall also be taken as creative campaign/ Production.	Copies of Work Orders/Contract Documents awarded by executing Organization
4	The bidder should not be debarred / blacklisted by any State Government/Central Government/PSU or their agencies at the time of submission of bid.	Self-Declaration by the authorized representative on bidder's letterhead.
5	The bidder shall furnish an affirmative statement as to existence of any potential conflict of interest due to prior, current or proposed agreements/engagements/affiliations with the Client.	Self-Declaration by the Bidder as per prescribed format (TECH A-6)
6	None of the functionaries of the bidder organization should have political affiliation and the bidder shall furnish an undertaking to the effect.	Self-Declaration by the bidder on bidder's letterhead



7 Bidding Agency must have at least one Senior Communication Associate having 3 years of experience and one Junior Communication Associate having 2 years of experience.

Communication Associate needs to have experience in social media management of government/private organisations/ designing of collaterals like backdrop, standee, leaflet, booklet etc./content writing for print and electronic media advertisements, press notes, talking points in English & Odia.

Salary Certificate,
Experience Certificate &
EPF Statement

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

The bidders shall furnish the following documents duly signed along with their Technical Proposal:

- i) Filled in Bid Submission Check List in original (**Annexure-I**)
- ii) Covering letter (**TECH A – 1**) on bidder's letterhead requesting to participate in the bid process.
- iii) Bid Processing Fee & Earnest Money Deposit (EMD) as applicable.
- iv) Copy of Certificate of Incorporation/Registration
- v) Copy of PAN
- vi) Copy of Goods and Services Tax Identification Number (**GSTIN**)
- vii) Copies of audited balance sheet/ Income Expenditure Statement for last 3 Financial Years (FY 2023-24, 2024-25 & 2025-26)
- viii) General Details of the Bidder (**TECH A –2**)
- ix) Financial Details of the bidder (**TECH A – 3**) along with all supportive documents such as Balance Sheet and Income/Expenditure Statement duly certified and signed by the bidder
- x) Power of Attorney (**TECH A – 4**) in favour of the person signing the bid on behalf of the bidder (To be signed by the Proprietor/Director/Head of the agency)
- xi) List of completed/ ongoing assignments of similar nature (Past Experience Details, **TECH A – 5**) along with copies of contracts / work orders
- xii) Self Declaration regarding an affirmative statement as to the existence of any potential conflict of interest on the part of the bidder due to prior, current, or proposed agreements, engagements or affiliations with the Client (**TECH A –6**)
- xiii) Undertaking for not being black-listed by any Central / State Government / PSU / International & National Organisation at the time of submission of bid
- xiv) The Chief Functionary of the organization should not have affiliation to any political party and furnish an undertaking to the effect (Declaration to be submitted).
- xv) Participating Bidding Agency must have at least one Senior Communication Associate having 3 years of experience and one Junior Communication Associate having 2 years of experience. The educational qualification of the Senior Communication Associate is post graduate degree/diploma in any discipline and that of Junior Communication Associate is Bachelor's Degree in any Discipline (Declaration to be submitted).

NB: 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 shall lead to summary 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 information as mentioned in the RFP Document. The proposal must be



complete in all respect and indexed. Each page should be numbered and certified by the authorized representative. Failure to comply with the RFP requirements will result in outright rejection of the proposal.

1. BID PROCESSING FEE:

The bidder must furnish, as part of technical proposal, bid processing fee amounting to **Rs.5,000/- (Rupees Five Thousand) only** in shape of DD from any Scheduled Commercial Bank drawn in favour of “**Director of Fisheries, Odisha**” payable at Cuttack. Proposals received without bid processing fee shall be outrightly rejected.

2. Earnest Money Deposit (EMD):

The bidder must furnish, as part of the technical Bid, an Earnest Money Deposit (EMD) amounting to **Rs.2,00,000/- (Rupees Two Lakh) only** in shape of DD from any scheduled commercial bank in favour of “**Director of Fisheries, Odisha**” payable at Cuttack. Proposals received without EMD shall be outrightly rejected. The EMD of unsuccessful bidders shall be refunded after finalization of selection process and award of contract.

The EMD will be forfeited on account of the following reasons:

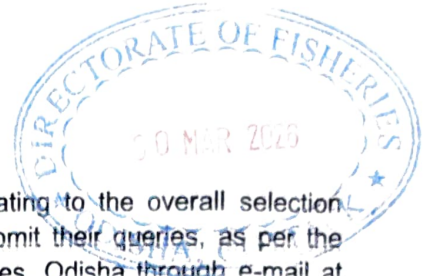
- Bidder withdraws its Bid during the bid validity period.
- Bidder does not respond to requests for clarification of its Bid.
- Bidder fails to provide required information during the evaluation process or is found to be non-responsive or has submitted false information in support of its qualification.
- Bidder fails to agree to decisions of the contract negotiation meeting
- Bidder doesn't sign the contract in time
- Any other circumstance which holds the interest of the Client during overall selection process.

3. Performance Security: -

Within 7 days of notifying the acceptance of proposal for the award of Contract, the qualified bidder shall have to furnish a Performance Bank Guarantee amounting to 5% of the contract value from a Scheduled Commercial Bank in favour of “**Director, Fisheries, Odisha**” as per the prescribed format attached in Annexure-III, for a period of three months beyond the entire contract period (i.e. PBG must be valid from the date of effectiveness of the contract to a period of 3 months beyond the 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. PBG amount for MSEs and Start-ups shall be reduced as per OGFR.

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 Director of Fisheries, Odisha** reserves the right 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 the contract within the bid validity period. The bid validity period may be extended on mutual consent.



4. Pre-Bid Meeting:

A pre-bid meeting will be organised to address the queries relating to the overall selection process and scope of the work. To this respect, bidders can submit their queries, as per the prescribed format provided at (Annexure-II) to Director of Fisheries, Odisha through e-mail at director.odifish@gmail.com up to **07.04.2026 up to 5:30 PM** from the level of authorized representative of the bidder only. Any request for clarification submitted beyond the above deadline will not be entertained during the pre-bid meeting. The pre-bid meeting will be held on **08.04.2026 at 3:30 PM** in the Conference Hall of Directorate of Fisheries, Cuttack. Representatives (maximum up to 2 members from each bidder) with due authorization letter will be allowed to attend the pre-bid meeting. Clarifications to the submitted queries will be uploaded in the website of Directorate of Fisheries for information of the bidders. Any such clarification / corrigendum shall be deemed to be part of this RFP. Request for alternation / change in existing terms and conditions of the RFP shall not be considered / entertained thereafter.

5. Authentication of Proposal:

The proposal should be accompanied by a power-of-attorney in the name of the signatory of the proposal as per the format **TECH A-4** as provided in the RFP.

6. Submission of Proposal:

Bidders must submit their proposals by **Registered Post / Speed Post** to the specified address on or before the last date and time for submission of proposals as mentioned in Bidder Data Sheet. The Director of Fisheries, Odisha will not be responsible for postal delay / any consequence in receiving the proposal after the deadline as prescribed in the Bidder Data Sheet. Any Proposal received after the deadline shall not be accepted and will be outrightly rejected.

The procedure for submission of the proposal is described below:

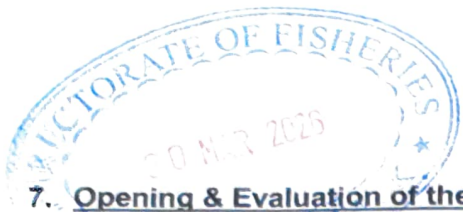
i) Technical Proposal (PART-A) & (PART-B):

The envelope containing technical proposal, i.e two different parts, **Part-A and Part-B** should be bound together and furnished inside one envelope and shall be **SEALED AND SUPERSCRIBED** as **“TECHNICAL PROPOSAL-SELECTION OF MEDIA CONSULTING AGENCY FOR SOCIAL MEDIA MANAGEMENT AND CREATIVE PRODUCTIONS”**. The duly filled-in technical proposal submission forms along with all the supportive documents and information shall be furnished as part of technical proposal as per the requirement.

ii) Financial Proposal

The duly filled-in financial proposal submission forms should contain the detailed price offer for the proposed assignment and shall be furnished as per the prescribed format only. The envelope containing financial proposal shall be **SEALED AND SUPERSCRIBED** as **“FINANCIAL PROPOSAL – SELECTION OF MEDIA CONSULTING AGENCY FOR SOCIAL MEDIA MANAGEMENT AND CREATIVE PRODUCTIONS”**.

Both the above envelopes shall be sealed and placed inside a **third main envelope**, which shall be **SEALED AND SUPERSCRIBED** as **“SELECTION OF MEDIA CONSULTING AGENCY FOR SOCIAL MEDIA MANAGEMENT AND CREATIVE PRODUCTIONS UNDER DIRECTOR OF FISHERIES, ODISHA”** and submitted to the Director of Fisheries, Odisha, Campus of **DAHVS, Mangalabag, Cuttack-753001**.



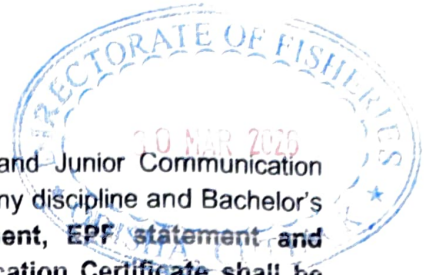
7. Opening & Evaluation of the proposal:

- a. The **FIRST ENVELOPE** containing **TECHNICAL PROPOSAL** will be opened in the initial stage by the client in presence of the bidders' representatives at the location, date and time specified in the Bidder Data Sheet. The client will constitute an Evaluation Committee (approved by Govt.) to evaluate the proposals submitted by bidders.
- b. 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** of the **technically qualified bidders** will be opened after completion of technical evaluation stage by the evaluation committee. The date and time for opening of financial proposal will be intimated accordingly to the technically qualified bidders through e-mail.

8. Evaluation of Proposal:

A three stage process will be adopted as explained below for evaluation of the proposals. ;

- I. **Preliminary Evaluation (1st Stage):** Preliminary evaluation of the proposals will be done to determine whether the proposals are in order & complete and the requisite documents have been properly furnished by the bidder or not. Submission of following documents / information will be verified:
 - i) Filled in Bid Submission Check List in Original (**Annexure-I**)
 - ii) Covering letter (**TECH A – 1**) on bidder's letterhead requesting to participate in the selection process.
 - iii) Bid Processing Fee & Earnest Money Deposit (EMD) as applicable
 - iv) Copy of Certificate of Incorporation/Registration
 - v) Copy of PAN
 - vi) Copy of Goods and Services Tax Identification Number (GSTIN)
 - vii) Copies of audited balance sheet/Income Expenditure Statement for last Three Financial Years (2023-24, 2024-25 & 2025-26)
 - viii) General Details of the Bidder (**TECH A – 2**)
 - ix) Financial Details of the bidder (**TECH A – 3**) along with all supportive documents as applicable (duly signed as per the instruction)
 - x) Power of Attorney (**TECH A – 4**) in favor of the person signing the bid on behalf of the bidder.
 - xi) List of completed assignments of similar nature (Past Experience Details, **TECH A – 5**) along with copies of contracts / work orders / experience certificate from previous clients.
 - xii) Self Declaration regarding an affirmative statement as to the existence of any potential conflict of interest on the part of the bidder due to prior, current or proposed agreements, engagements or affiliations with the Client (**TECH A – 6**).
 - xiii) Undertaking to the effect that the agency is not blacklisted by any Central / State Government / PSU/ International & National Organisation.
 - xiv) All the pages of the proposal and enclosures are signed by the authorized representative.
 - xv) Undertaking to the effect that the Chief Functionary of the organization should not have affiliation to any political party.
 - xvi) Bidding Agency must have at least one Senior Communication Associate having **3 years** of experience and one Junior Communication Associate having **2 years** of



experience. The educational qualification of the Senior and Junior Communication Associates shall be Post Graduate Degree or Diploma in any discipline and Bachelor's Degree in any discipline respectively **(Salary statement, EPF statement and Experience Certificate along with Educational Qualification Certificate shall be submitted).**

Any deviation from the prescribed procedures/formats/conditions/requirements shall result in outright rejection of the proposal. Bids with conditional offer shall be outrightly rejected. All the pages of the proposal must have to be sealed and signed by the authorized representative of the bidder.

II. **Technical Evaluation (2nd Stage):** Technical proposal will be opened and evaluated for those bidders who qualify the preliminary evaluation stage. Detailed evaluation process will be adopted for evaluation of the proposals. The proposals will be evaluated as per the parameters vide **Score Sheet** detailed below.

The bidders who score 49 (70%) of marks in the categories of average annual turnover, Experience and Human Resources (Sl. No. 1, 2 & 3 in the table below) shall be eligible for Technical Presentation.

Bidders eligible for Technical Presentation shall make presentations before the Client during 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 date of technical presentation will be intimated to the concerned bidders through e-mail. **The bidder whose technical proposal secures a score of at least 70 out of 100 marks after technical presentation shall be eligible for opening of their financial proposals.** The financial proposals of the technically qualified bidders will be opened on same day / subsequent working day of technical presentation. Hence, the bidder should make themselves available for the same.

Sl.	Technical Evaluation Criteria	Maximum Marks
1	Average annual turnover of Rs.400 lakh from social media management/creative services under IEC/Designing/audio-visuals/Content business for three financial years (FY. 2023-24, 2024-25 & 2025-26). <ul style="list-style-type: none"> • 400 lakh: 20 marks • > 400 lakh - 800 lakh: 5 more marks • > 800 lakh: 5 additional marks • Maximum marks: 30 	30
2	Experience in minimum 3 Creative Campaigns/Productions for Central / State Government / PSU / Private Organisation during 3 Financial Years i.e. 2023-24, 2024-25 & 2025-26 (minimum value for each creative campaign/production is Rs.15.00 lakh with maximum of 2 work orders per campaign/production). <ul style="list-style-type: none"> a. 3 creative campaigns: 20 marks b. More than 3 creative campaigns: 5 additional marks for each campaign c. Maximum Marks: 30 	30



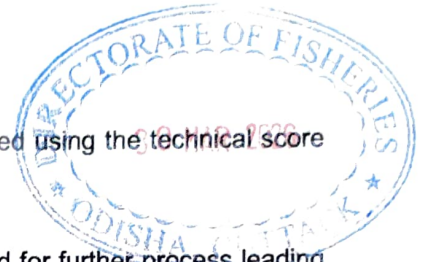
3	<p>Number of experienced creative professionals</p> <p>a. 5 creative professionals with 3 years of experience each – 5 marks</p> <p>b. More than 5 creative professionals with 3 years of experience each = 5 marks (one mark for each professional to be pro-rated and a maximum of 5 marks)</p> <p>c. Maximum Marks: 10</p> <ul style="list-style-type: none"> A Creative Professional shall be a Graphic Designer/ Videographer/ Content Writer/ Cinematographer/ Film Director/ Social Media Handler (Blog Writer/ You Tuber/ Facebook handler/ Instagram and X handler/ Whats-app Channel handler etc.)/Designer of backdrop/ standee/ banner/ hoarding/Designer of booklet/ poster/ leaflet/ magazine/ coffee table book/ pocket book/ souvenir/ Designer of logo/ advertisement template for newspaper. The bidder shall produce the salary statement, experience certificate and EPF statement for the above creative professionals. 	10
4	<p>Presentation:</p> <p>Presentation shall be in a PPT mode limited to 15 minutes time as per the following points.</p> <ul style="list-style-type: none"> Brief Profile of the bidding agency Major Assignments carried out by the bidding agency in last 3 Financial Years related to creative campaign/ production. Understanding the scope of work of F&ARD Department (F&ARD Department, Directorate of Fisheries & Directorate of AH&VS) Quality of creative designs/ collaterals/ media contents etc. prepared in previous assignments (samples to be shown and assessed during presentation) 	30
TOTAL		100
<ul style="list-style-type: none"> The bidders who score 49 (70%) marks in the categories of 1, 2 & 3 above shall be eligible for Technical Presentation. The bidders who score 70 marks out of 100 marks in the Technical Evaluation stage are eligible for opening of their financial proposals. 		

III. **FINANCIAL EVALUATION (3rd Stage):** The financial proposals of the technically qualified bidders only shall be opened at this stage in the presence of the bidders' representatives who wish to attend the meeting with proper authorization letter. The name of the bidder along with the quoted financial price will be announced during the meeting.

9. Evaluation Process:

QCBS method will be followed during the overall selection process. The financial bids of technically qualified bidders shall be opened on the prescribed date in the presence of bidders' 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" is the price of the bid under consideration. The weights given to the Technical (T) and Financial (P) Bids shall be 70% and 30% respectively.



Bids shall be ranked according to their combined scores, calculated using the technical score (St) and financial score (Sf) and the weights as follows:
 $S = St \times 70\% + Sf \times 30\%$

The bidder, who has the highest score in the QCBS 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 shall be final, and shall not be subject to any modification 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 Agency.

10. Contract Negotiation:

- i. Negotiations will be held at the address indicated in the Data Sheet. The aim shall be to reach agreement on all points and sign a contract.
- ii. The negotiations will conclude with a review of the draft form of the contract. To complete negotiations the Client and the firm will make initials on the agreed contract. If negotiations fail, the Client will invite the firm whose proposal received the second highest score to negotiate a Contract.

11. Award of Contract:

- i. The contract will be awarded following negotiations. After negotiations are completed, the Client will promptly notify other Firms on the shortlist that they were unsuccessful and return the unopened Financial Proposals of those Firms who did not pass the technical evaluation.
- ii. The firm is expected to commence the assignment on the date and at the location as specified by the Client during issue of work order.

12. Conflict of Interest:

Conflict of interest exists in the event of: (i) conflicting assignments, including implementing, providing consultation, monitoring and evaluation/environmental assessment of the same scheme / project at a different level by the eligible bidder; (ii) Consultants, agencies or institutions (individuals or organisations) who have a business or family relation with officials of 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.

13. 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.

14. 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.

15. Language of Proposals:

The proposal and all related correspondence exchanged between the bidder and the Client shall be written in English or Odia language as decided by the Client. 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.

16. Cost of bidding:

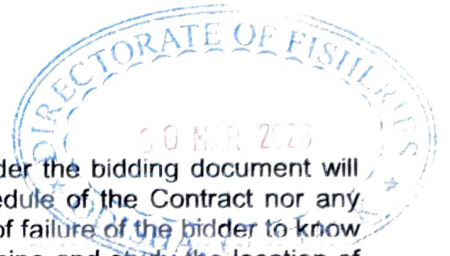
The Bidder shall bear all costs associated with the preparation and submission of its proposal. The Client shall not be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process. Bidder/s are not allowed to submit more than one proposal under the selection process.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

17. Proposal Forms:

Wherever a specific form is prescribed in this Request for Proposal (RFP) document, the Bidder shall use the form to provide relevant information. If the form does not provide space for any required information, space at the end of the form, additional sheets shall be used to convey the required information. For all other cases, the bidder should design a form to hold the required information. Any deviation to the prescribed format of the RFP results in rejection of the proposal.

18. Local Conditions:

Each bidder is expected to become fully acquainted with the local conditions and factors, which may affect the performance of the contract and/ or the cost. The bidder is expected to know all conditions and factors, which may have any effect on the execution of the Contract after issue of letter of Award. The client shall not entertain any request for clarification from the bidder regarding such local conditions. It is the bidder's responsibility that such factors have been properly investigated and considered before submitting the Proposal. No claim, whatsoever,



including that for financial adjustment to the Contract awarded under the bidding document will be entertained by the Client. Neither any change in the time schedule of the Contract nor any financial adjustments arising thereof shall be permitted on account of failure of the bidder to know the local laws/ conditions. The Bidder is expected to visit and examine and study the location of Government offices and its surroundings and obtain all information that may be necessary for preparing the Proposal at its own interest and cost.

19. Legal Jurisdiction:

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

20. Governing Law and Penalty Clause:

Indemnity and Liability provisions will be mutually agreed by the parties before the release of the work order. This shall be final and binding upon the parties. In any case the aggrieved party has the right to approach the court for claiming damages in case of breach.

21. Confidentiality:

Both Parties agree that the information provided under this Agreement is confidential and neither Party shall at any time during the Term or upon early termination, divulge to any person(s), firm or company, business entity, or other organisation whatsoever, any Confidential Information that the Party may acquire during the course of such association concerning the other Party's business, property, contracts, clients or affairs, except to its employees and third parties on a need to know basis for services under this Agreement.

22. Amendment of the RFP Document:

At any time, prior to the date of submission of RFP, Director of Fisheries, Odisha may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, modify the RFP. The amended RFP shall be notified by the Director, Fisheries, Odisha on the following website – <https://fisheries.odisha.gov.in>. These amendments will be binding on the bidders.

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. Misrepresentation/improper response/ by the bidder may lead to the disqualification of the bid. If such disqualification/rejection occurs after the proposals have been opened and the highest ranking Applicant gets disqualified/rejected, then the client reserves the right to consider the next best bidder, or take any other measure as may be deemed fit in the sole discretion of the Client, including annulment of the selection Process.

24. Copyright, Patents and Other Proprietary Rights:

Fisheries & Animal Resources Development Department, 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 Agency shall take all necessary steps to submit them to the Client in compliance with the requirements of the contract. However, it is agreed that all the rights relating to the trademarks and copyrights in the materials which are created by the Agency and submitted with the Proposal, shall vest with the Client upon receipt of full payment by the Agency.



25. Settlement of Disputes:

The Client and the agency 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 subsides, the same shall be referred to the Director Fisheries whose decision shall be treated as final and binding on the parties.

26. Limitation of Liability –

In no event shall either party be liable for consequential, incidental, indirect, or punitive loss, damage or expenses (including lost profits).

27. Indemnification:

Both parties shall indemnify, defend and hold harmless during the term of the Agreement from and against all liabilities, damages, losses, expenses, deaths, demands, actions, proceedings, costs and claims of any nature whatsoever, including without limitation legal fee and expenses, suffered as a result of or arising out of or in any way connected with the acts, omissions, negligence, nuisance, breach of this Agreement and failure to perform obligations hereunder of or by the licensee and its employees, agents, representatives and contractors, including the use or violation of any copyright work or literary property or patented invention, article or appliance, except to the extent that such injury, damage or loss is attributable to a negligent or willful act or omission of either of the parties.

28. Disqualification of Proposal:

The proposal of the bidder is liable to be disqualified in the following cases as listed below:

- i) Proposal submitted without Bid Processing Fee & EMD
- ii) Proposal not submitted in accordance with the procedure and formats as prescribed in the RFP
- iii) During validity of the proposal, or its extended period, if any, the bidder increases his quoted prices
- iv) Proposal is received in incomplete form
- v) Proposal is received after due date and time for submission of bid
- vi) Proposal is not accompanied by all the requisite documents /information
- vii) A commercial bid submitted with assumptions or conditions
- viii) Bids with any conditional technical and financial offer
- ix) 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
- x) Proposal is not properly sealed or signed
- xi) Any deviation in the technical and financial proposal
- xii) Proposal is not conforming to the requirement of scope of work mentioned in RFP
- xiii) Bidder tries to influence the proposal evaluation process by unlawful/corrupt/fraudulent means at any point of time during the bid process
- xiv) 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;

- xv) Bidders or any person acting on its behalf indulges in corrupt and fraudulent practices
- xvi) Failure to agree with terms and conditions of the RFP
- xvii) The quoted professional fee not within the prescribed limit of the RFP.
- xviii) Any other condition/ situation which holds the paramount interest of the client during the overall selection process.



SECTION: 3

TERMS OF REFERENCE



GENERAL INFORMATION

1. **About Fisheries & Animal Resources Development Department, Govt. of Odisha**

The Directorate of Animal Husbandry & Veterinary Services, Odisha & Directorate of Fisheries under the umbrella of Fisheries & Animal Resources Development Dept. are working for the socio-economic development of farmers & their welfare in every respect. A number of central sector and State Sector schemes are being implemented to cater to the need of livestock, poultry and fish farmers/fishermen and augment their livelihood by disseminating technical knowhow/ knowledge at their doorstep through a number of tools and techniques of extension & communication. IEC (Information, Education & Communication) - one State Plan Scheme is being implemented by the Directorate of Fisheries and Directorate of Animal Husbandry & Veterinary Services, Odisha to provide handful extension knowledge on fisheries, livestock and poultry sectors. In order to carry out IEC work executed in two Directorates viz. DAH&VS and DoF, there is an immense need for selection of a media consulting agency for social media management and creative production.

2. **Objective of the Assignment**

The agency will be on-boarded for 3 major objectives.

- **Social Media Management** - Managing Department's Facebook, You-Tube, X, Instagram, WhatsApp Channel accounts with preparation of creatives for posting in the social media handles etc.
- **Design collaterals required by the Department** - Backdrops, standees, booklets, leaflets, brochures, annual activity reports, compendiums, success stories, newspaper advertisements along with other print media advertisements, logos etc.
- **Create Contents both in Odia & English:** Creation of contents for short messages, press notes, video scripts, talking points, contents for leaflets, brochures, booklets, Annual Activity Reports, compendiums, success stories etc.

3. **Scope of Work**

The selected agency will carry out the following works.

3.1 **Social Media Management**

- Optimum posting on social media channels of F&ARD Department (Facebook, X, Instagram, WhatsApp Channel, YouTube): at least 90 postings in each platform per month
- Engagement of 5 Communication Associates for managing social media, design of collaterals and content creation both in Odia & English.
Bidding Agency shall engage
 1. One Senior Communication Associate having 3 years of experience to work at F&ARD Department
 2. Two Junior Communication Associates having 2 years of experience each to work at DoF and DAH&VS
 3. Two Graphic Designers having 3 years of experience each to work at DoF and DAH&VS.
- Senior Communication Associate must have minimum educational qualification of Post Graduate Degree/Diploma in any discipline and experience of at least 3 years in social media management and content creation for print & electronic media advertisements, press notes, talking points in English & Odia.



- Junior Communication Associate must have minimum educational qualification of Bachelors Degree in any discipline and experience of at least 2 years in social media management & content creation for print & electronic media advertisements, press notes, talking points in English & Odia.
- Graphic Designers should have at least 3 years' experience each in designing of collaterals like backdrop, standee, leaflet, booklet, brochure, newsletter, coffee table book, poster etc. Graphic Designers should have knowledge on Corel Draw, Photoshop and other designing softwares.
- The communication Associates and Graphic Designers engaged by the Agency shall have to pass an interview taken by a team of officers of F&ARD Dept., DoF and DAH&VS. If they fail to pass the interview, the Agency shall have to engage other personnel who shall again go through the same process.
- The extent of social media usage and the choice of usage of specific social media channels shall be a part of the media strategy that should be presented by the participating agencies during the technical presentation. This may be decided as per the reach, usage and engagement of target beneficiaries with different social media channels.

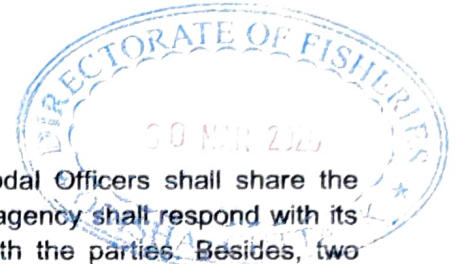
3.2 Design of Collaterals

- Conceptualization, design, graphic design, studio work, digital art designing, infographics, layout of booklet pages and other pre-press work for IEC print materials
- Designing of backdrops, standees, banners, fascias, drop downs with contents and photographs
- Designing of hoardings, road median signages, pole boards with contents and photographs
- Designing of booklets, brochures, folders, leaflets and coffee table books
- Designing of posters, calendars, success stories, annual activity reports, manuals, compendiums, magazines & guidelines
- Designing of illuminated signage boards and wall paintings
- Designing of ARD & Fisheries Rath, advertisement on buses, auto rickshaws and other vehicles
- Vehicle Brandings
- Branding Designs of Fisheries & ARD stalls in different exhibitions
- Designing of newspaper advertisements and other print media advertisements; logos for F&ARD Dept. programmes
- Preparation of PPTs and Slides Shares

All the above designs/brandings shall be done by the selected agency with creation of contents both in English & Odia language along with use of relevant good quality photographs/images.

3.3 Create Contents both in Odia & English

- Contents for activities as mentioned at 3.1 and 3.2 above
- Creative Contents for items used in workshops, seminars, meetings, symposiums, conclaves, exhibitions at state level and outside state
- For every programme as mentioned above, the detail brief shall be shared by Director of AH&VS/Director, Fisheries containing the list of activities to be performed and creative materials required.
- The contents shall be vetted by the respective Directorate/F&ARD Department before use. The selected Agency shall prepare the contents and share at least 2 days prior to the programme.



- Each Directorate shall nominate one Nodal Officer and the Nodal Officers shall share the requirements of the concerned Directorate to the agency. The agency shall respond with its plan and the deliverable timeline will be fixed mutually by both the parties. Besides, two Nodal Officers will be nominated from Fisheries & ARD Department for the purpose.
- The Agency shall prepare creative contents for PPTs, Slides Shares etc.
- The agency will conceptualize and write the contents for advertisement material like curtain raiser, press release, press briefings, draft speeches, talking points for dignitaries, messages for farmers, articles for newspapers, newspaper and magazine advertisement templates, scripts for videos/jingles etc. for print & electronic media.

4. KEY PERFORMANCE INDICATORS (KPIs)

Payments to the agency is linked with the KPIs. The agency shall be paid as per delivery of Key Performance Indicators mentioned below.

- At least 90 postings per month in each platform of social media (X, Instagram, Facebook, WhatsApp Channel & You-tube) of F&ARD Department, both in Odia & English.
- The postings shall involve good quality high resolution creative posters, reels and images in F&ARD sector with short catchy contents in Odia & English. In one month, the postings shall include 40 posters, 20 reels and 30 images.
- Social Media postings shall include exceptional success stories, celebration of important days in F&ARD sector, Animal Welfare related treatment & rescue, modern farming techniques, disease control measures, voting related postings on important F&ARD matters to engage more people in F&ARD social media handles.
- The agency shall contact the district and block level officials of F&ARD Department for preparing reels and doing high resolution photography.
- Increase in followers in social media: It shall be reviewed by the client half yearly and the agency shall fulfil the instructions from the Client regarding this.
- Livestreaming of Departmental activities (all events of the Department)
- The social media handles of the Department shall be made interactive by the agency. Questions put by social media users shall be answered promptly.
- Krushi Samrudhi Help Line, Animal Help Line and Tele Veterinary Service shall be aligned with social media handles of the Department and queries coming through these platforms shall be answered promptly.
- Podcast of Fisheries and ARD related topics in social media (at least 2 per week: one ARD and one Fisheries)
- Conceptualization & designing of booklets, backdrops, standees, banners, fascias, drop downs, hoardings, road median signages, pole boards, brochures, folders, leaflets and coffee table books, posters, calendars, success stories, annual activity reports, manuals, compendiums, magazines & guidelines, illuminated signage boards, wall paintings, ARD & Fisheries Rath, advertisement on buses, auto rickshaws and other vehicles, Fisheries & ARD stalls in different exhibitions, newspaper advertisements, logos and PPTs as mentioned in the deliverables table below.
- All the above designs/brandings shall be done by the selected agency with creation of contents both in English & Odia language along with use of relevant good quality photographs
- Creative Contents (Branding Designs) for items used in workshops, seminars, meetings, symposiums, conclaves, exhibitions at state level and outside state



- For every programme as mentioned above, the detail brief shall be shared by Director of AH&VS/Director, Fisheries containing the list of activities to be performed and creative materials required.
- The contents shall be vetted by the respective Directorate/F&ARD Department before use. The selected Agency shall prepare the contents and share at least 2 days prior to the programme.
- Each Directorate shall nominate one Nodal Officer and the Nodal Officers shall share the requirements of the concerned Directorate to the agency. The agency shall respond with its plan and the deliverable timeline will be fixed mutually by both the parties. Besides, two Nodal Officers will be nominated from Fisheries & ARD Department for the purpose.
- The agency shall conceptualize and write the contents for advertisement material like curtain raiser, press release, press briefings, draft speeches, talking points for dignitaries, messages for farmers, articles for newspapers as and when required both in English & Odia.

The client shall approve the creative contents and designs before their final use.
Front-end office shall be provided to the agency at client site with provision of office space.

DELIVERABLES (COLLATERALS PER YEAR):

Sl. No.	DESIGN OF COLLATERALS	SIZE	No.
1	Booklet: cover page & inner pages layout colour with infographic (price may be quoted for designing of each 4 pages of Booklet.): Number of Booklets The agency shall arrange photographs and content which will be edited by the client.	A4 / ¼ demy/ Crown/ 1/8 demy	10
2	3-fold Brochure	39cmx25cm	6
3	Poster	44cmx56cm	480
4	Calendar	44cmx56cm	2
5	Leaflet	¼ demy	60
6	Greeting Card	1/8 demy	2
7	Banner/Backdrop	Different size	60
8	Coffee table book (Price may be quoted for designing of each 4 pages of Coffee Table Book. The agency shall arrange photographs and content which will be edited by the client.)	crown	4
9	Compendiums/Annual Reports/Guidelines/Pocket Books (Price may be quoted for designing of each 4 pages) The agency shall arrange photographs and content which will be edited by the client.)	22cmx28cm	6
10	Newsletters/e-Magazine (Price may be quoted for designing of each 4 pages of Newsletters/e-Magazines. The agency shall arrange photographs and content which will be edited by the client.)	22cmx28cm	2



11	Logo Design		2
12	PPT Template for F&ARD Department		6
13	Newspaper/print media advt.	Full/Half/quarter	20
14	Wall painting		8
15	Hoarding	20ft x 10ft & 15ft x 10 ft	8
16	Standeeds	3ft x 6ft	80
17	Template unique design of Ratha (Designing and Moving of Rath-- There shall be two Rathas (Medium range pick up van with LED display of medium size-6 ft x 4 ft) one for Fisheries and another for ARD sector. Each Rath will touch all the GPs of Each Block of the State for creation of awareness- Rates may be quoted separately for designing and moving per day.		2
18	Template unique design of Livestock Stalls & Fisheries Stalls in MPSO/MOPSM/ BaliYatra etc.		8

- Payments shall be made to the Agency on a pro-rata basis as per the rates quoted by it, according to the actual work done by the Agency.
- In case the department doesn't provide the requisite number of collaterals for design in a year, the quantum will be carried forward to subsequent year.

5. PAYMENT TERMS

Payments will be made on a quarterly basis taking into account the assignments completed and performance of the agency. The payment is related to Key Performance Indicators and payments shall be released according to the performance of the agency. The Director, Fisheries shall make payments to the agency and after payments, 50% share of the payments shall be borne by DAH&VS.

6. PERIOD OF ENGAGEMENT

The Agency will be engaged for a period of 3 years with effect from execution of Agreement with the client. However, contract period shall be renewed every year basing on KPIs with satisfactory performance of the Agency as decided by monitoring committee set up by F&ARD Department. If the agency fails to deliver according to laid down KPIs, unable to fulfil terms and conditions of the contract, there is delay in submission of deliverables or there is lack of quality work, the contract period shall not be renewed.



SECTION: 4

TECHNICAL PROPOSAL SUBMISSION FORMS



SECTION - 4

TECHNICAL PROPOSAL

(PART - A)



TECH A-1
COVERING LETTER
(ON BIDDERS LETTER HEAD)

[Location, Date]

To

**The Director of Fisheries,
Mangalabag, Cuttack, 753001**

Subject: Selection of Agency for "Media Consulting Agency for Social Media Management and Creative Production" under the Director of Fisheries, Odisha of the Fisheries & Animal Resources Development Department, Odisha [TECHNICAL PROPOSAL: PART – A]

Dear Sir,

I, the undersigned, offer to participate in the selection process for _____ in accordance with your Request for Proposal No.: _____, dated _____. I, 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 and Financial Proposal are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our proposal. 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 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 are found violated, then your Department 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 A -2
Bidder's Organisation (General Details)
(Financial Documents shall be certified by CA)

SI 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 If Yes, Please furnish contact details	Yes / No
6	Bid Processing Fee Details Amount : BC/DD No. Date: Name of the Bank:	
7	EMD Details Amount : BC/DD No.: Date: Name of the Bank:	
8	PAN Number	
9	Goods and Services Tax Identification Number (GSTIN)	
10	Willing to carry out the assignment as per the stipulated scope of work of the RFP	YES
11	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:



TECH A -3

Bidder Organisation (Financial Details)

Financial Information in Lakh					
Details	FY 2023-24	FY2024-25	FY2025-26	Average Turnover	
Turnover of the Organization					

Supporting Documents:

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)

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 outrightly rejected. No scanned copy shall be entertained.

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]



TECH A- 4
FORMAT FOR POWER OF ATTORNEY

**(To be provided in original on Bidder Letter Head as part of the Technical Proposal
duly signed by the competent authority of the bidder)**

Dated: _____

POWER OF ATTORNEY

To Whom It May Concern

Know all men by these presents, we _____ (name and registered office address of the Applicant) do hereby constitute, appoint and authorize Mr. _____ (Name of the Person(s)), domiciled at _____ (Address), acting as _____ (Name and Designation), as Authorised Signatory and whose signature is attested below, as our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our Proposal for award of contract under [Name of the Assignment] involving the deliverables as per agreement with, _____, vide Request of Proposal (RFP) Document dated, issued by Director of Fisheries, Odisha under F&ARD Department, Government of Odisha including signing and submission of all documents and providing information and responses to clarifications/ enquiries etc. as may be required by the tender inviting authority or any representing us in all matters before the tender inviting authority and generally dealing in all matters in connection with our Proposal for the said assignment.

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this Power of Attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

For: _____

(Signature of the Authorized Representative with Date)

ACCEPT:

Signature, Name & Designation of person executing attorney:

NB:

The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants (s) and when it is so required the same should be under common seal affixed in accordance with the required procedure. Also, wherever required, the executants (s) should submit for verification the extract of the charter documents and documents such as a board resolution / power of attorney in favour of the Person executing this Power of Attorney for the delegation of power hereunder on behalf of the executants (s).



TECH A- 5

(BIDDER'S PAST EXPERIENCE DETAILS)

Table -1 (Lists of completed/ongoing Assignments of similar nature during last 3 years)

SI No	Items	Description
1	Project Name:	
2	Project Location :	
3	Project Cost :	
4	Name of Client :	
5	Start Date (Month/Year):	
6	Completion Date: (Month/Year)	
7	Detailed Narrative Description of project	

Note: Bidders are requested to furnish the list of the assignments undertaken/ completed during the last 3 Financial Years (2023-24, 2024-25 & 2025-26) having contract value equal to or more than Rs.15 Lakhs (2 projects) as per the above prescribed format only. Information not conforming to the above format will be treated as non-responsive. Copies of the Work order / Contract Document from the previous Clients need to be furnished along with the above information.

Notes:

Supporting documents (Work Order/Contract Document) should necessarily be submitted by the bidders without which the submission shall not be considered for evaluation

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

Communication Address of the Bidder:_____



TECH A- 6

AFFIRMATIVE STATEMENT AS TO THE EXISTENCE OF ANY POTENTIAL CONFLICT OF INTEREST ON THE PART OF THE BIDDER DUE TO PRIOR, CURRENT OR PROPOSED AGREEMENTS, ENGAGEMENTS OR AFFILIATIONS WITH THE CLIENT:DECLARATION THEREOF

IN BIDDER'S LETTER HEAD

I, hereby declare that our agency is not having any conflict of interest due to prior, current or proposed agreements, engagements or affiliations with the Director of Fisheries, Odisha which can be termed as of nature as mentioned in **Section 2: [Information to the Bidder]** under **Eligibility Criteria: Para (6)**.

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

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

Communication Address of the Bidder: _____



SECTION - 4

TECHNICAL PROPOSAL

(PART - B)

TECH B -1

COVERING LETTER
(On Bidder's Letterhead)



[Location, Date]

To

The Director of Fisheries
Mangalabag, Cuttack-753001

Subject: Selection of Agency on "Media Consulting Agency for Social Media Management and Creative Production" for Director of Fisheries, Odisha, Cuttack under the Fisheries & Animal Resources Development Department, Odisha [TECHNICAL PROPOSAL: PART - B]

Dear Sir,

I, the undersigned, offer to provide the services for the proposed assignment in respect to your Request for Proposal. I hereby submit 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 are found deviated, then your department shall without prejudice to any other right or remedy be at liberty to reject our proposal including forfeiture of the Earnest Money Deposit absolutely. I confirm that I have the authority to submit the proposal and to clarify any details on its behalf. I understand that 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 B -2

BIDDER ORGANISATION
(Brief Profile)

[Provide here a brief description regarding professional background of the organization]

Authorized Signatory [*In full and initials*]:

Name and Designation with Date and Seal:

[NB: Bidder needs to restrict the above information within 3-5 pages only]

TECH B - 3 (I)



Bidder's Past Experience

Table -1

**(Lists of Assignments of similar nature during last 3 financial years:
2023-24, 2024-25 & 2025-26)**

Sl. No.	Period	Assignment and Duration	Name of the Client	Contract Value (in INR)	Date of Award / Commencement of assignment	Date of Completion of assignment	Remarks if any
A	B	C	D	E	F	G	H
1							
2							
3							
4							
5							

NB:

- Bidders are requested to furnish the information of projects having contract value equal to or more than Rs.15 lakhs (2 projects) during the last 3 financial years (2023-24, 2024-25 & 2025-26). Copies of Work Order / Contract Document for the respective assignments need to be furnished along with the technical proposal failing which the assignment will not be taken into consideration for evaluation purpose.

Authorized Signatory [*In full and initials*]:

Name and Designation with Date and Seal: _____



TECH B -3(II)
Bidder Experience

[Using the format below, provide information on each assignment for which your organisation was legally contracted as **single entity** for carrying out consulting services similar to the ones requested under this assignment during last **three financial years: 2023-24, 2024-25 & 2025-26**]

Assignment name:	Value of the contract (in INR):
Location:	Duration of assignment (months):
Name of Client:	Total No. of staff-months of the assignment:
Address:	
Start date (month/year):	No. of professional staff-months deployed with details:
Completion date (month/year):	
Narrative description of Project:	
Description of actual services provided by your staff within the assignment:	

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

[NB: Bidders are requested to provide the details about the lists of assignments as provided in Table -1 of TECH B - 3 (I) respectively]



TECH B - 4

Comments and Suggestions of the Agency 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:

[Present and justify here any modifications to the Terms of Reference you are proposing to improve performance in carrying out the assignment (such as deleting some activity you consider unnecessary, or adding another, or proposing a different phasing of the activities). Such suggestions should be concise and to the point, and incorporated in your technical proposal.]

B: On Input and Facilities to be provided by the Client:

[Comment here on inputs and facilities to be provided by the Client according to information to the Consultant and Scope of Work]

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____



TECH B - 5

DESCRIPTION OF APPROACH, METHODOLOGY STATEMENT

[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 Terms of Reference (ToR), the technical approach, and the methodology you would adopt for implementing the tasks 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:

C. Project Management Plan for the Client:

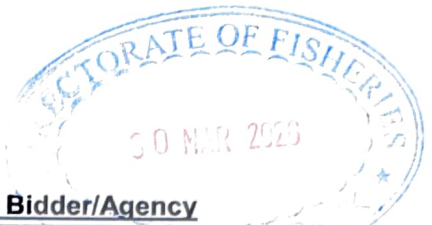
D. Staff Deployment Strategy:

The bidder should propose and justify the structure and composition of the team and should enlist the main activities under the assignment in respect of the Key Professionals responsible for it.

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 5-7 pages only with Arial Font Size-10.



TECH B – 6

Format of Curriculum Vitae (CV) engaged with the Bidder/Agency

SI No	Items	Description		
1	Name of the Employee			
2	Experience in Years			
3	Proposed Position			
4	Name of Firm			
5	Name of Expert	[First] [Middle] [Surname]		
6	Date of Birth	DD/MM/YYYY		
7	Nationality			
	Education	[Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and year of obtainment starting from the latest degree]		
8	Employment record [Starting with present position, list in reverse order every employment held by staff member since graduation]	Name of Organization	Position Held	Duration
9	Details of tasks assigned			
10	Relevant projects undertaken	<p>[Among the assignments in which the Staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks assigned for the project under RfP]</p> <p>Name of assignment or project, Year, Location, Client Project cost Main project features, Positions Held, Activities Performed:</p>		

Certification:

I, the undersigned, certify that to the best of my knowledge and belief that this CV correctly describes my qualifications and past experiences. I will undertake this assignment for the full project duration in terms of roles and responsibilities assigned in the technical proposal or any agreed extension of activities thereof. I understand that any misstatement herein leads to disqualification of CV.

Date:

Signature of Key Professional with Date _____

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

NB: CV write-up should be restricted to 3 pages only with quality information relevant to key professional requirements.



TECH B -7

Team Composition and Task Assignment
Proposed personnel to be engaged & Task Assigned

Sl. No.	Category of personnel	Task Assigned
1	Social media expert, Content Writer, Graphic Designer, Photographer	<ul style="list-style-type: none">• Improving the engagement on Social Media Channels organically• Regular social media postings• Designing of Collaterals• Creative Content Creation

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____



Proposed Pool of Technical personnel from the Bidder:

Apart from the above positions (10 professionals), the Agency is expected to have a pool of technical personnel available on need basis that the Core team has access to. This pool is expected to add to the Bidders' strength in replacing the non-performers and vacancies arising from any cause thereof. Bidders are expected to provide a summary (as per table given below) and CVs of the proposed resources for this shared support.

Sl. No.	Position	Name of the Expert	Summary of Qualification	Summary of Experience
Theme 1: Reserve pool of personnel on board				
1.				
2				
3				
4				
5				
6				
7				
8				

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____



SECTION: 5

FINANCIAL PROPOSAL SUBMISSION FORMS

FIN-1
COVERING LETTER
(In Bidder's Letter Head)



To

**The Director of Fisheries,
Odisha, Cuttack**

Sub: RFP for Selection of a Media Consulting Agency for Social Media Management and Creative Production.

Having gone through the RFP and having fully understood the scope of work for the captioned assignment as set out in the RFP; we are pleased to quote the following lumpsum **Annual fees** for the Assignment:

In case the actual creatives exceed the mentioned numbers, the agency will be compensated on a pro-rata basis as quoted in this document.

	Annual amount in figures (GST as per applicable)	Annual amount in words (GST as per applicable)
Designing of collaterals (Annual retainer basis on the quantum of work defined)		
social media management		
Create Contents both in Odia & English		
Grand Total excluding GST		

Item wise pricing (Design collaterals required by Department (Annual basis on the quantum of work defined))				
Sl. No.	Type of design collaterals	SIZE	Annual amount in figures (GST as per applicable)	Annual amount in words (GST as per applicable)
1	Booklet: cover page & inner pages layout colour with infographic (price may be quoted for designing of each 4 pages of Booklet.): Number of Booklets The agency shall arrange photographs and content which will be edited by the client.	A4 / ¼ demy/ Crown/ 1/8 demy		
2	3-fold Brochure	39cmx25cm		
3	Poster	44cmx56cm		
4	Calendar	44cmx56cm		

5	Leaflet	¼ demy		
6	Greeting Card	1/8 demy		
7	Banner/Backdrop	Different size		
8	Mascot			
9	Coffee table book (Price may be quoted for designing of each 4 pages of Coffee Table Book. The agency shall arrange photographs and content which will be edited by the client.)	crown		
10	Compendiums/Annual Reports/Guidelines/Pocket Books (Price may be quoted for designing of each 4 pages) The agency shall arrange photographs and content which will be edited by the client.)	22cmx28cm		
11	Newsletters/e-Magazine (Price may be quoted for designing of each 4 pages of Newsletters/e-Magazines. The agency shall arrange photographs and content which will be edited by the client.)	22cmx28cm		
12	Virtual backdrops, design, concept & creative			
13	Logo Design			
14	PPT Template for F&ARD Department			
15	Newspaper/print media advt.	Full/Half/quarter		
16	Wall painting			
17	Hoarding	20ft x 10ft & 15ft x 10 ft		
18	Standeers	3ft x 6ft		
19	Template unique design of Ratha (Designing and Moving of Rath-- There shall be two Rathas (Medium range pick up van with LED display of medium size-6 ft x 4 ft) one for Fisheries and another for ARD sector. Each Rath will touch all the GPs of Each Block of the State for creation of awareness- Rates may be quoted separately for designing and moving per day.			
20	Template unique design of Livestock Stalls & Fisheries Stalls in MPSO/MOPSM/ BaliYatra etc.			

Our *Financial Bid* shall be binding upon us subject to the modifications resulting from contract negotiations, up to expiration of the validity period of the Bid.



We understand you are not bound to accept any Bid you receive.

Yours sincerely,

Signature of the
Authorized Signatory

Name of the Signatory: _____

Designation: _____

Name of Firm: _____

Address: _____

Seal of the Bidder



SECTION -6

ANNEXURES (I to III)



BID SUBMISSION CHECK LIST

SI no	Description	Submitted (Yes/No)	Page No.
TECHNICAL PROPOSAL (PART – A)(ORIGINAL)			
1	Filled in Bid Submission Check List (ANNEXURE-I)		
2	Covering Letter (TECH A -1)		
3	Bid Processing Fee of Rs.5,000/- in form of DD		
4	EMD in form of DD		
5	Copy of Certificate of Incorporation / Registration of the Bidder		
6	Copy of PAN		
7	Copy of Goods and Services Tax Identification Number (GSTIN)		
8	Copies of IT Returns for the 3 FYs (2023-24, 2024-25 & 2025-26)		
9	General Details of the Bidder (TECH A - 2)		
10	Financial details of the bidder (TECH A - 3) along with all the supportive documents such as copies of Income-Expenditure Statement and Balance Sheet for the concerned period.		
11	Power of Attorney (TECH A - 4) in favour of the person signing the bid on behalf of the bidder.		
12	List of completed assignments of similar nature (Past Experience Details) (TECH A - 5) along with the copies of work orders / contract paper for the respective assignments		
13	Self Declaration pertaining to an affirmative statement as to the existence of any potential conflict of interest on the part of the bidder due to prior, current, or proposed agreements, engagements, or affiliations with the Client (TECH A – 6)		
14	Undertaking for not have been black-listed by any Central / State Govt. /any Autonomous bodies during its business career.		
15	The Chief Functionary of the organization should not be a formal member of any political party and furnish on undertaking to the effect.		
16	Salary Certificate, Experience Certificate & EPF Statement of Senior Communication Associate having 3 years of experience and Junior Communication Associate having 2 years of experience.		



(PART - B)			
1	Covering Letter (TECH B -1)		
2	Bidder Organisation (TECH B -2)		
3	Bidder Experience (TECH B - 3)		
4	Comments and Suggestions (TECH B -4)		
5	Description of Approach, Methodology & Work Plan (TECH B -5)		
6	CV of Key Professionals (TECH B -6)		
7	Team Composition and Task Assignment (TECH B -7)		
FINANCIAL PROPOSAL			
1	Covering Letter (FIN-1)		

Undertaking:

- 1) *All the information has been submitted as per the prescribed format and procedure.*
- 2) *Each part has been separately bound with no loose sheets and each page of all the two parts are page numbered, along with Index Page.*
- 3) *All pages of the proposal have been sealed and signed by the authorized representative of the bidder.*

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____



FORMAT FOR SUBMISSION OF PRE-BID QUERY

The bidders will have to ensure that their queries in soft copy for the pre-bid meeting should reach to Director of Fisheries, Odisha through email at director.odifish@gmail.com latest by **07.04.2026 up to 5.30 PM** as per the prescribed format only as mentioned below.

S. No.	RFP Document [Section & Page Number]	Content of RFP requiring Clarification(s)	Clarification Requested
1.			
2.			
3.			
4.			
5.			
6.			

- Any other form of submission will not be entertained.
- The Client shall not be responsible for ensuring that the bidders' queries have been received by them. Any requests for clarifications post the indicated date and time as per the Instruction sheet of the RFP shall not be entertained by the Client.
- The purpose of query clarification is to provide the bidders with information regarding the RFP, project requirements, and opportunity to seek clarification regarding any aspect of the RFP and the project.
- The Client will endeavor to provide timely response to the queries by uploading in website. No individual response to be given. However, the client makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does it undertake to answer all the queries that have been proposed by the bidders.

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____



PERFORMANCE BANK GUARANTEE FORMAT

**To,
The Director of Fisheries
Mangalabag, Cuttack-753001**

WHEREAS (Name and address of the Agency) (hereinafter called "the Agency") 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 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 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.

This performance bank guarantee shall be valid until theday of, 20.....

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 branches a written claim or demand and received by us a tour. 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

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