

# Request for Proposal

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**SELECTION OF SERVICE PROVIDER /CONSULTING  
FIRM FOR IMPLEMENTAION OF IEC STRATEGY  
EXECUTION & MEDIA CELL FOR E&IT  
DEPARTMENT, GOVT. OF ODISHA**

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**RFP No.: OCAC-MISC-PMU-0001-2025-25106**

**Vol-I Instructions to Bidder**



**ODISHA COMPUTER APPLICATION CENTRE**

[TECHNICAL DIRECTORATE OF E&IT DEPARTMENT, GOVERNMENT OF ODISHA]

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## 1 Glossary of Terms

<b>EMD</b>	Earnest Money Deposit
<b>FRS</b>	Functional Requirement Specification
<b>GST</b>	Goods and Services Tax
<b>ICT</b>	Information and Communication Technology
<b>IT</b>	Information Technology
<b>ITES</b>	Information Technology Enabled Services
<b>Nos</b>	Numbers
<b>OCAC</b>	Odisha Computer Application Center
<b>PBG</b>	Performance Bank Guarantee
<b>PSU</b>	Public Sector Undertaking
<b>QCBS</b>	Quality & Cost Based Selection
<b>RFP</b>	Request for Proposal
<b>SP</b>	Service Provider

## 2 Fact Sheet

Sl#	Item	Description
a)	RFP Reference	OCAC-MISC-PMU-0001-2025-25106
b)	Date of Publication	20.11.2025
c)	Project Title	SELECTION OF SERVICE PROVIDER/CONSULTING FIRM FOR IMPLEMENTAION OF IEC STRATEGY EXECUTION & IEC/ MEDIA CELL FOR E&IT DEPARTMENT, GOVT. OF ODISHA
d)	Name of Purchaser	Odisha Computer Application Center (OCAC)
e)	Contact Person, Address and Email	General Manager (Admin) Plot No. N-1/7-D, Acharya Vihar RRL Post Office, Bhubaneswar Odisha - 751013 gm_ocac@ocac.in
f)	Submission of proposal	The proposals must be submitted online in the portal <a href="http://enivida.odisha.gov.in">enivida.odisha.gov.in</a> . Submission of proposals in other forms or portal shall not be considered. For details on submission of proposal in e-Nivida portal. For details, please refer to <b>Clause No. 6.5</b> of this document.
g)	Earnest Money Deposit	<b>Rs. 30,00,000/-</b> (Thirty-lakhs). For details, please refer to <b>Clause No. 6.4.2</b> of this document.
h)	Selection Method	QCBS (70% Weightage on Technical and 30% Weightage on Commercial Evaluation)
i)	Submission of pre-bid queries by bidders	27.11.2025 by 5:00 PM. For details, please refer to <b>Clause No. 6.3</b> of this document.
j)	Pre-bid meeting	01.12.2025 at 12:00 PM. For details, please refer to <b>Clause No. 6.3</b> of this document.

Sl#	Item	Description
k)	Last date and time for receipt of proposals from Bidders	11.12.2025 by 4:00 PM
l)	Schedule for opening of bids	11.12.2025 at 4:30 PM
m)	Date and time for Technical Presentation	To be notified later via email
n)	Date and time for opening of Commercial Bids	To be notified later via email
o)	Bid Validity Period	180 days
p)	Project Term	36 Months

### 3 Request for proposal

Proposals are invited from eligible, reputed, qualified Service Provider/Consulting firm for IMPLEMENTAION OF IEC STRATEGY EXECUTION & IEC/ MEDIA CELL FOR E&IT DEPARTMENT, GOVT. OF ODISHA This invitation to bid is open to all bidders meeting the minimum eligibility criteria as mentioned in this RFP Document.

### 4 Structure of the RFP

This RFP document comprises following parts:

#### 4.1 Volume-I [Instructions to Bidder]

The contents of this volume broadly cover following areas:

- a) Project Background
- b) Instruction to Bidders
- c) Criteria for evaluation
- d) Appointment of Service Provider/Consulting firm
- e) Formats for Pre-Qualification, Technical and Financial Bid response

## **4.2 Volume-II [Terms of Reference]**

The contents of this volume broadly cover following areas:

- a) About the project and its objectives
- b) Scope of work
- c) Payment Terms and Schedule
- d) Service level for Service Provider

The bidder is expected to respond to the requirements as completely and in as much relevant detail as possible and focus on demonstrating bidder's suitability to become the Service Provider for this project.

## **5 Background Information**

### **5.1 Basic Information**

OCAC, the Technical Directorate of E&IT Department, Government of Odisha invites responses ("Tenders") to this Request for Proposals ("RFP Service Provider/Consulting firm for IMPLEMENTAION OF IEC STRATEGY EXECUTION & IEC/MEDIA CELL FOR E&IT DEPARTMENT, GOVT. OF ODISHA as described in the Vol-II "Terms of Reference" of this RFP.

OCAC will award the contract to the successful bidder whose proposal has been determined as the best value proposal based on Technical and Financial evaluation criteria and accepted by the Tender Accepting Authority.

### **5.2 About OCAC**

The E&IT Department is the Nodal Department for Government of Odisha in the matters of IT, ITES and Communication. The department plays a vital role in formulating and implementing policy matters in Information Technology, ITES, Electronics and Telecom; promotion of Odisha as an ultimate ICT destination for investment and facilitating ICT industries; assisting other department for effective e- Governance and capacity building; Promotion of ICT based education in the State.

Odisha Computer Application Centre (OCAC), the Technical Directorate of E&IT Department, Government of Odisha, has evolved through years as a centre of excellence in IT solutions and e-Governance. It has contributed significantly to the steady growth of IT in the state. It helps IT to reach the common citizen so as to narrow down the Digital Divide and widespread IT applications in establishing a system where the citizens are receiving good governance in addition to ensuring speed of decisions from a transparent Government through an effective e-Governance System.

### 5.3 Project Background

Odisha is fast emerging as a state most sought after by the investors for greenfield investment in all sectors including IT/GCC and Electronics industry. Many call it an investor's paradise. Odisha Government has been according prime importance to adopt investor friendly policies along with infrastructure development and skilling of human resource to promote a vibrant IT/Electronics/GCC industry. The Government of Odisha has been at the forefront of the adoption of IT and experimenting with emerging technologies to drive and transform governance in the state to positively impact the lives of its citizens. The Odisha IT Policy 2022, along with the Odisha State Data Centre Policy 2022 aims to position Odisha as an attractive destination for IT investments.

In this digital era, **the establishment of a designated/dedicated Media/IEC Cell** with cutting edge technology at its heart, shall help in effective social media management, responsive complaint/grievance redressal, and a host of benefits to various other stakeholders. The content collaboration and analytics tool will enable IEC/ Media Cell for effective social media. The tool shall significantly enhance the responsiveness and efficiency of complaint and grievance redressal systems, by quickly categorizing issues, predicting potential escalations, and routing them to the appropriate stakeholders for swift action.

A need is hence felt to engage a dedicated and professional Project Management Unit, which has expertise in tool development, **data analytics and dashboards, social media analytics**, digital marketing, media management, project management and monitoring, research, market outreach, digital solutions, etc. with an endeavor to increase media presence and raise awareness through citizen engagement with an objective that projects of such magnitude are suitably carried out, and outcomes are achieved within stipulated timelines. The IEC/ Media Cell shall be responsible to creating a technology solution that can be leveraged for the **creation of centralized data repositories of prospective investors**. The tool with the help of its user access management modules shall assist in internal collaboration across the department for collation of data, by creating dedicated spaces for each department to share updates, best practices, and collaborate on projects/campaigns. Dashboards shall be created to showcase collaborations efforts by each department and the derived benefits of such data/ information sharing by providing statistics around the use of particular content in various posts.

The creation of a leadership dashboard with real-time data, on the tool and the expertise of the data analytics experts, will play a pivotal role for diverse stakeholders. This user-friendly dashboard shall offer intuitive data visualizations focusing on content performance, audience engagement, and other crucial metrics, thereby facilitating informed decision-making and strategic planning.

## **6 Instruction to the Bidders**

### **6.1 General**

- a) While efforts have been made to provide comprehensive and accurate background information, requirements and specifications, Bidders must form their own conclusions about the solution needed to meet requirements. Also, bidders may wish to consult their own legal advisers in relation to this RFP.
- b) All information supplied by Bidders may be treated as contractually binding on the Bidders, on successful award of the assignment by OCAC on the basis of this RFP.
- c) No commitment of any kind, contractual or otherwise shall exist unless and until a formal written contract has been executed by or on behalf of OCAC. Any notification of preferred Bidder status by OCAC shall not give rise to any enforceable rights by the Bidder. OCAC may cancel this public procurement at any time prior to a formal written contract being executed by or on behalf of OCAC.
- d) This RFP supersedes and replaces any previous public documentation and communications pertaining to this initiative, and Bidders should place no reliance and dependence on such communications.

### **6.2 Compliant Proposals / Completeness of Response**

- a) Bidders are advised to study all instructions, forms, terms, requirements and other information in the RFP documents carefully. Submission of the bid shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.
- b) Failure to comply with the requirements of this paragraph may render the Proposal non-compliant and the Proposal may be rejected. Bidders must:
  - Include all documentation specified in this RFP.
  - Follow the format of this RFP and respond to each element in the order as set out in this RFP.
  - Comply with all requirements as set out within this RFP.

### **6.3 Pre-Bid Meeting and Clarifications**

#### **6.3.1 Pre-Bid conference**

- a) OCAC will hold a pre-bid meeting with the prospective bidders as per the schedule in the fact sheet, in virtual mode.
- b) The representatives of Bidders (maximum to 2 members only) may attend the pre-bid meeting.

- c) The Bidders should submit their queries in writing in below specified format (**in MS- Excel only**) by the schedule as mentioned in this RFP, prior to attending the pre-bid meeting. The bidder need to submit their queries in mail to [gm\\_ocac@ocac.in](mailto:gm_ocac@ocac.in) (with a copy to [jyotiprakash.sethy@odisha.gov.in](mailto:jyotiprakash.sethy@odisha.gov.in) and [avijit.puhan@semt.gov.in](mailto:avijit.puhan@semt.gov.in) as per the fact sheet.
- d) Only the bidders who submitted their queries within the specified time will receive the pre-bid link to attend the meeting.

Sl#	RFP Document Reference(s) (Section & Page Number(s))	Content of RFP requiring Clarification(s)	Points of Clarification

- e) ***OCAC shall not be responsible for any Bidders' queries received by it in any other format. Any requests for clarifications post the indicated date and time mentioned will not be entertained by OCAC.***

### **6.3.2 Responses to Pre-Bid Queries and Issue of Corrigendum**

- a) The Nodal officer notified by OCAC will endeavor to provide timely response to all queries. However, OCAC neither makes representation or warranty as to the completeness or accuracy of any response made in good faith, nor does OCAC undertake to answer all the queries that have been posed by the Bidders.
- b) At any time prior to the last date for receipt of bids, OCAC may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP document by corrigenda and/or addenda.
- c) The Corrigendum (if any) and clarifications to the queries from all Bidders will be posted on [www.ocac.in](http://www.ocac.in), [www.odisha.gov.in](http://www.odisha.gov.in) and [enivida.odisha.gov.in](http://enivida.odisha.gov.in)
- d) Any such corrigendum and/or addenda shall be deemed to be incorporated into this RFP.
- e) In order to provide prospective Bidders reasonable time for taking the corrigenda and/or addenda into account, OCAC may, at its discretion, extend the last date for the receipt of Proposals.

## **6.4 Key Requirements of the Bid**

### **6.4.1 Right to Terminate the Process**

- a) OCAC may terminate the RFP process at any time and without assigning any reason. OCAC makes no commitment, express or implied, that this process will result in a business transaction with anyone.
- b) This RFP does not constitute an offer by OCAC. The Bidder's participation in this process may result in OCAC selecting the Bidder to engage towards execution of the contract.

#### **6.4.2 Earnest Money Deposit**

- a) Bidders shall submit, along with their Bids, EMD of **Rs. 30,00,000/- (Rupees Thirty lakhs) in the shape of Bank Draft OR Bank Guarantee (in the format specified in this RFP)** issued by any scheduled bank in favor of Odisha Computer Application Centre” payable at Bhubaneswar and should be valid for 90 days from the due date of the tender / RFP. The EMD should be submitted in the General Bid.
- b) The EMD may also paid through electronic mode to the following: Bank  
A/c No.: 149311100000195  
Payee Name: OCAC Training  
Bank Name & Branch: Union Bank of India, Acharya Vihar, Bhubaneswar Account  
Type: Current  
IFSC: UBIN0814938
- c) EMD of all unsuccessful bidders would be refunded by OCAC within 60 days of the bidder being notified as being unsuccessful. The EMD, for the amount mentioned above, of successful bidder would be returned upon submission of Performance Bank Guarantee.
- d) The EMD amount is interest free and will be refundable to the unsuccessful bidders without any accrued interest on it.
- e) The bid / proposal submitted without EMD, mentioned above, will be summarily rejected.
- f) The EMD may be forfeited:
- If a Bidder withdraws the Proposal or increases the quoted prices after opening of the Proposal and during the Bid validity period or its extended period, if any.
  - In case, the successful Bidder fails to sign the agreement in accordance with Terms and Conditions (including timelines for execution of the Agreement) of this RFP or fails to furnish Performance Bank Guarantee in accordance with the Terms and Conditions (including timelines for furnishing Performance Bank Guarantee)
  - If a Bidder withdraws its bid during the period of bid validity.
  - During the Bid process, if a Bidder indulges in any act that would jeopardize or unnecessarily delay the process of bid evaluation and finalization.
  - If a Bidder has been found to have indulged in any suppression of facts, furnishing of fraudulent statement, misconduct, or other dishonest or other ethically improper activity, in relation to this RFP.
  - If a Bidder’s proposal contains deviations, conditional offers and partial offers.

## 6.5 Submission of proposal

### 6.5.1 Instruction to Bidders for Online Bid Submission

e-Nivida is a complete process of e-Tendering, from publishing of tenders online, inviting online bids, evaluation and award of contract using the system. The instructions given below are meant to assist the bidders in registering on e-Nivida Portal and submitting their bid online on the portal.

More information useful for submitting online bids on the e-Nivida Portal may be obtained at: <https://enivida.odisha.gov.in>

### 6.5.2 Guidelines for Registration

- a) Bidders are required to enroll themselves on the e-Nivida Portal <https://enivida.odisha.gov.in> or click on the link “Bidder Enrolment” available on the home page **by paying Registration Fees of Rs.2,500/- + Applicable GST.**
- b) As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- c) Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication with the bidders.
- d) Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Only Class III Certificates with signing + encryption key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify/ TCS / nCode/ eMudhra etc.), with their profile.
- e) Only valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC’s to others which may lead to misuse.
- f) Bidder then logs in to the site through the secured log-in by entering their user ID /password and the password of the DSC / e-Token.
- g) The scanned copies of all original documents should be uploaded in pdf format on e-tender portal.
- h) After completion of registration payment, bidders need to send their acknowledgement copy on our help desk mail id [odishaenivida@gmail.com](mailto:odishaenivida@gmail.com) for activation of the account.

### 6.5.3 Searching for Tender Documents

- a) There are various search options built in the e-tender Portal, to facilitate bidders to search active tenders by several parameters.
- b) Once the bidders have selected the tenders they are interested in, then they can pay the Tender fee (NA) and processing fee (NOT REFUNDABLE) by net-banking / Debit / Credit card then you may download the required documents / tender schedules, Bid documents

etc. Once you pay both fee tenders will be moved to the respective 'requested' Tab. This would enable the e- tender Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.

#### **6.5.4 Preparation of Bids**

- a) Bidder should consider any corrigendum published on the tender document before submitting their bids.
- b) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid.
- c) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF formats. Bid Original documents may be scanned with 100 dpi with Colour option which helps in reducing size of the scanned document.
- d) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, GST, Annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Documents" available to them to upload such documents.
- e) These documents may be directly submitted from the "My Documents" area while submitting a bid and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process. Already uploaded documents in this section will be displayed. Click "New" to upload new documents.

#### **6.5.5 Submission of Bids**

- a) Bidder should log into the website well in advance for the submission of the bid so that it gets uploaded well in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
- b) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document as a token of acceptance of the terms and conditions laid down by Department.
- c) Bidder has to select the payment option as per the tender document to pay the tender fee / Tender Processing fee and EMD as applicable and enter details of the instrument.
- d) In case of BG bidder should prepare the BG as per the instructions specified in the tender document. The BG in original should be posted/couriered/given in person to the concerned official before the Online Opening of Financial Bid. In case of non- receipt of BG amount in original by the said time, the uploaded bid will be summarily rejected.
- e) Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. If the price bid has been given as a standard BOQ format with the tender document, then the same is to be downloaded and to be filled by all the bidders.

Bidders are required to download the BOQ file, open it and complete the yellow colored (unprotected) cells with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the filename. If the BOQ file is found to be modified by the bidder, the bid will be rejected.

- f) The server time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
- g) The uploaded bid documents become readable only after the tender opening by the authorized bid openers.
- h) Upon the successful and timely submission of bid click "Complete" (i.e. after clicking "Submit" in the portal), the portal will give a successful Tender submission acknowledgement and a bid summary will be displayed with the unique id and date and time of submission of the bid with all other relevant details.
- i) The tender summary has to be printed and kept as an acknowledgement of the submission of the tender. This acknowledgement may be used as an entry pass for any bid opening meetings.

#### **6.5.6 Clarifications on using e-Nivida Portal**

- a) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.
- b) Any queries relating to the process of online bid submission or queries relating to e-tender Portal in general may be directed to the Helpdesk Support.

e-Nivida Helpdesk can be contacted (as given below) for any query related to RFP. Phone

No.: 011-49606060

Email id: [odishaenivida@gmail.com](mailto:odishaenivida@gmail.com)

#### **6.5.7 Tender Validity**

Proposals shall remain valid for a period of **180 Days** from the date of opening of the pre-qualification and technical proposals. OCAC reserves the rights to reject a proposal valid for a shorter period as non-responsive and will make the best efforts to finalize the selection process and award of the contract within the bid validity period. The bid validity period may be extended on mutual consent, if felt necessary.

### **6.5.8 Submission and Opening of Proposals**

- a) The bidders should submit their responses as per format given in this RFP in the following manner:
  - Response to Pre-Qualification Criteria & Technical Proposal (Cover-1)
  - Commercial Proposal (Cover-2)
- b) Prices should not be indicated in the Pre-Qualification Response or Technical Proposal but should only be indicated in the Commercial Proposal.
- c) The Response to Pre-Qualification criteria, Technical Proposal and Commercial Proposal (as mentioned in previous paragraph) should be submitted through online mode in e-Nivida Portal.

The Proposals submitted (as per the schedule in the fact sheet) will be opened (as per the schedule in the fact sheet) by Proposal Evaluation Committee, in presence of those Bidders or their representatives who may be authorized by the bidder to be present at the time of opening. The representatives of the bidders should be advised to carry the identity card or a letter of authority from the tendering firms to be identified as bona-fide for attending the opening of the proposal.

### **6.5.9 Late Bids**

- a) The eNivida portal does not allow submission of bids after due date and time. Hence, the bidders are advised to submit their bids much before the prescribed date and time.
- b) The bids submitted by any other means like physical submission / telex / telegram / fax / e-mail etc. except online in eNivida Portal shall not be considered. No correspondence will be entertained on this matter.
- c) OCAC reserves the right to modify and amend any of the above-stipulated condition/criterion depending upon project priorities and need vis-à-vis urgent commitments.

### **6.5.10 Proposal Preparation Costs**

The bidder shall be responsible for all costs incurred in connection with participation in the RFP process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings or discussions or presentations, preparation of Proposal, in providing any additional information required by OCAC to facilitate the evaluation process, and in negotiating a definitive contract or all such activities related to the bid processional will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

### **6.5.11 Language**

The Proposal should be filled by the Bidder in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by Bidders. For purposes of interpretation of the Proposal, English translation shall govern.

### **6.5.12 Acceptance and Rejection of Bids**

OCAC reserves the right to reject in full or part, any or all bids without assigning any reason thereof. OCAC reserves the right to assess the Bidder's capability and capacity. The decision of OCAC shall be final and binding. Bid should be free of overwriting. All measures, correction or addition must be clearly written both in words and figures and attested. Offers not submitted in prescribed manner or submitted after due date and time are liable to rejection.

### **6.5.13 Evaluation Process**

- a) The Proposal Evaluation Committee constituted by OCAC shall evaluate the responses to RFP and all supporting documents/documentary evidence. Inability to submit requisite supporting documents/documentary evidence, may lead to rejection of the bid.
- b) The decision of Proposal Evaluation Committee in evaluation of responses to the RFP shall be final. No correspondence will be entertained outside the process of negotiation/discussion with the Committee.
- c) The Proposal Evaluation Committee may ask for meetings with the Bidders to seek clarifications on their proposals, if required.
- d) The Proposal Evaluation Committee reserves the right to reject any or all proposals on the basis of any deviations.
- e) Each of the responses shall be evaluated as per the criteria and requirements specified in this RFP.
- f) Initial bid scrutiny will be held, and incomplete details as given below will be treated as nonresponsive if proposals are:
  - Not submitted as specified in the RFP document
  - Received without the Letter of Authorization (Power of Attorney)
  - Found with suppression of details
  - Found with incomplete information, subjective, conditional offers and partial offers submitted
  - Submitted without the documents requested in checklist
  - Submitted with lesser validity period
- g) All responsive Bids will be considered for further processing as below:

OCAC will prepare a list of responsive bidders, who comply with all the Terms and Conditions of RFP. All eligible bids will be considered for further evaluation by a committee according to the evaluation process defined in this RFP document. The decision of the Committee will be final in this regard.

## 7 Criteria for Evaluation

The overall objective of this evaluation process is to select the capable and qualified Service Provider. All bids will primarily be evaluated on the basis of Prequalification and Technical Bid Criteria.

The Pre-Qualification proposal will be evaluated as per criteria mentioned below and only those bidders who qualify the requirements will be eligible for next level of evaluations. Technical Proposal and Commercial Proposal of Bidders who do not meet the Pre-Qualification criteria will not be opened in the portal.

Bidders should submit supporting documentary evidence with respect to the above, in absence of which their proposals will be summarily rejected.

### 7.1 Prequalification Criteria (General Bid)

Only competent agencies meeting the respective pre-qualification requirement stated hereunder shall be prequalified for the project. Consortium / Joint Venture is not allowed. Technical Bids of only the successful pre-qualifiers will be opened for evaluation.

Sl#	Items	Requirements	Compliances
1.	Legal Entity	The Organization must be registered under the Companies Act 1956 or a partnership firm registered under the Indian Partnership Act 1936 or the Limited Liability Partnerships Act, 2008 and must have been in operation for a period of at least 10 years as of March 31, 2025	<ul style="list-style-type: none"> <li>– Copy of Certificate of Incorporation/ Registration.</li> <li>– Copy of Certificate of Incorporation OR Copy of LLP firm</li> <li>– Valid GSTIN and copy of GST Registration Certificate.</li> </ul>
2.	Sales Turnover	Responding Firm/ Company's average annual sales turnover during the last three financial years as on 31st March 2025 must be minimum 200 Crore.	Certificate from CA with Copy of audited Profit & Loss Statement OR Certificate from the Statutory Auditor.
3.	Net Worth	The Net Worth of responding Firm/ Company must be positive during last 3 financial years ending on 31.03.2025.	Extracts from the audited Balance Sheets <b>OR</b> Statutory Auditor's Certificate.

4.	Technical Capability	<p>The bidder must have successfully implemented at least the following numbers of Projects for Department / Government Agency / PSU in India during last 5 years as on 31st March 2025 in implementing IEC-based assignments involving PR, social media management, social media strategy development and promotion and marketing of government schemes for IT/Digital/Telecommunications sector.</p> <p>One project not less than the amount ₹3 Crore; OR</p> <p>Two projects not less than the amount ₹2 Crore; OR</p> <p>Three projects not less than the amount ₹1 Crore</p>	Copy of the Work Order /LOA/Agreement.
5.	Certifications	The Bidder must have CMMI Level 5 certifications (from CMMi Institute published in CMMi website with validity.	Copy of valid certificate issued by accredited organizations
6.	Manpower Strength	Responding Firm/ Company must have at least <b>500</b> full time technical resources in its payroll as on March 2025	Copy of the HR Declaration with Latest EPF challan.
7.	Blacklisting	Responding Firm/ Company shall not be under a declaration of ineligibility for corrupt or fraudulent practices and must not be blacklisted by any State Govt./ Central Govt., for any reason, at the time of bid submission	Self-Declaration by the authorized signatory of the bidder on the company letterhead (as per template provided in this RFP document)

8.	Local Presence	The bidder should have a local office/Centre in Odisha. If bidder does not have a local office at the time of bid submission, they must furnish an undertaking to setup an office within 3 months from issuance of work order.	Leased agreement / Trade license / Undertaking
9.	Earnest Money Deposit (EMD)	₹ 30,00,000	To be submitted in the form of Insurance Surety Bond, Account payee Demand Draft, Fixed Deposit Receipt, Bank Guarantee including e-Bank Guarantee from any of scheduled commercial bank or online payment
10.	Acceptance of Terms & Conditions	The bidder must submit the declaration	Declaration in the prescribed format
11.	Consortium	Consortium bidding is not allowed	Self-declaration to be submitted.

## 7.2 Contents of the technical bid

The bidder should give details of the project methodology to be followed, technology architecture, project plan, application support, operation management plan with team structure in technical bid document.

## 7.3 Technical Evaluation Criteria

In order to facilitate the technical proposal evaluation, the technical criteria laid down along with the assigned weights have been presented in subsequent section. The marking scheme presented here is an indication of the relative importance of the evaluation criteria. During evaluation of proposals, OCAC, may, at its discretion, ask the bidders for clarification of their Technical Proposals. Bidders securing more than **70% marks** in the technical evaluation will only be considered for further financial bid evaluation. Bids or Tenders which don't secure the minimum specified technical score will be considered technically non-responsive and hence shall be debarred from being considered for financial evaluation. Only those proposals meeting the above Pre-qualification criteria will be evaluated as per the criteria mentioned below:

Financial & Resource Strength	20 Marks
Project Experience	40 Marks
Presentation and Demonstration	40 Marks

Sl#	Requirements	Score (Max)	Compliances
<b>a)</b>	<b>Financial &amp; Resource Strength</b>	<b>20 Marks</b>	
i)	Average Annual Turnover in last three (3) years ending with March 2025. ≥ ₹200 Cr. – 5 Marks Thereafter 1 mark for additional ₹25 Cr.	10	Certificate from Statutory Auditor.
ii)	The bidder must have at least 500 full time technical resources in its payroll as on date of submission of bid. <ul style="list-style-type: none"> <li>• ≥ 500 Resources – 7 Marks</li> <li>• Thereafter 1 mark for additional 50 resources</li> </ul>	10	Copy of the latest EPF deposit challan & Declaration from HR
<b>b)</b>	<b>Project Experience</b>	<b>40 Marks</b>	
i)	The firm should have experience in implementing IEC-based assignments involving PR, social media management, social media strategy development and promotion and marketing of government schemes for IT/Digital/Telecommunications sector for any Central / State Govt. / PSU in India during last 5 years as on 31st March 2025 with minimum Project value of 1 cr.  Each Project 5 marks Max up to 20 Marks.	20	Copy of the Work Order /LOA/Agreement.
ii)	Advisory and Consulting Experience: The bidder must have consulting experience (completed or ongoing) for Government/ public sector clients with minimum order value of 5 cr.  [Each project will be awarded 5 marks max up to 20 marks]	20	Copy of the Work Order /LOA/Agreement.
<b>d)</b>	<b>Presentation and Demonstration</b>	<b>40 Marks</b>	

<p>Approach and Methodology: Technical Presentation</p> <p>Quality and practicality of the proposed approach to establish and operate the IEC/ Media Cell. Evaluation includes project management framework, communication strategy, media coordination model, and stakeholder engagement plan.</p> <p>Detailed plan with timelines, resource allocation, milestone-based delivery, and risk mitigation strategy.</p> <p>Demonstration of previous assignments in managing government IEC/ Media Cells, e-governance PMUs, or digital communication projects. Presentation of case studies and outcomes.</p>	<p>Technical Proposal &amp; Presentation Evaluation based on Technical Proposal submitted, Presentation &amp; Prototype Demonstration by the Bidder</p>
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**Evaluation Formula:**

1. All the bidders who secure a Technical Score more than **70%** will be declared as technically qualified
2. The bidder with highest technical bid (H1) will be awarded 100% score
3. Technical scores of other than H1 bidders will be evaluated using the following formula

$$T_n = \left\{ \frac{\text{Technical Bid score of the Bidder}}{\text{Highest technical evaluation marks}} * 100 \right\} \%$$

(Adjusted to two decimal places)

4. The Commercial bids of only the technically qualified Bidders will be opened for further processing.

**7.4 Evaluation of Commercial Bids**

- a) The Commercial Bids of technically qualified bidders (i.e. Bidders with more than 70 marks in Technical Evaluation) will be opened on the prescribed date in the presence of bidder representatives.
- b) Only fixed price financial bids indicating total price for all the deliverables and services specified in this bid document will be considered.
- c) Any conditional bid would be rejected.
- d) Errors & Rectification: Arithmetical errors will be rectified on the following basis: “If there is a discrepancy between the unit price and total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and total price shall be corrected. If there is a discrepancy between words and figures, the amount in words will prevail. If the bidder does not accept the correction of error, its bid will be rejected”.
- e) If there is no price quoted for certain material or service, the bid shall be declared as disqualified.

- f) In the event that there are 2 or more bidders having the same value in commercial bid, the bidder securing highest technical score will be adjudicated as “Best responsive bid” for award of the Project.
- g) The bidder with lowest qualifying financial bid (L1) will be awarded 100% score. Financial score for other bidders will be evaluated using the following formula:  $F_n = \{(Financial\ Bid\ of\ L1 / Financial\ Bid\ of\ Bidder) * 100\} \%$ . Note:
- Bidder to upload the PDF copy of the commercial bid in e-Nivida Portal.

## 7.5 Final Evaluation of Bids

- a) The technical and financial evaluation scores secured by each bidder will be added using weightages of **70% and 30%** respectively to compute composite score. The composite score will be computed as under:
- b)  $B_n = 70\% * T_n + 30\% * F_n$
- c) The bidder securing highest composite score will be adjudicated as most responsive bidder for award of project.

## 8 Appointment of Consulting firm / Solution provider

### 8.1 Award Criteria

OCAC will award the Contract to the successful bidder whose proposal has scored the highest composite score and would consider it as substantially responsive as per the process outlined above.

### 8.2 Right to Accept Any Proposal and To Reject Any or All Proposal(s)

OCAC reserves the right to accept or reject any proposal, and to annul the tendering process/ public procurement process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds for OCAC action.

### 8.3 Purchaser’s Procurement Rights

Without incurring any liability, whatsoever to the affected bidder or bidders, the Purchaser reserves the right to:

- Amend, modify, or cancel this tender and to reject any or all proposals without assigning any reason.
- Change any of the scheduled dates stated in this tender.
- Reject proposals that fail to meet the tender requirements.
- Exclude any of the module(s)
- move any of the items at the time of placement of order.

- f) Increase or decrease no. of resources supplied under this project.
- g) Should the Purchaser be unsuccessful in negotiating a contract with the selected bidder, the Purchaser will begin contract negotiations with the next best value bidder in order to serve the best interest.
- h) Make typographical correction or correct computational errors to proposals
- i) Request bidders to clarify their proposal

#### **8.4 Notification of Award**

Prior to the expiration of the proposal validity period, OCAC will notify the successful bidder in writing or by fax or email, that its proposal has been accepted. In case the tendering process/public procurement process has not been completed within the stipulated period, OCAC may like to request the bidders to extend the validity period of the bid.

The notification of award will constitute formation of the Contract. Upon the successful bidder's furnishing of Performance Bank Guarantee (PBG), OCAC will notify each unsuccessful bidder and return their EMD.

#### **8.5 Contract Finalization and Award**

After OCAC notifies the successful bidder that its proposal has been accepted, OCAC shall issue purchase order and enter into a contract with the successful bidder considering the relevant clauses of RFP, pre-bid clarifications, Corrigenda, the proposal of the bidder in addition to other agreed clauses. Service Agreement (SA) would be signed for entire project period & value.

#### **8.6 Performance Guarantee**

- a) Selected bidder shall submit a Performance Bank Guarantee (PBG), by way of irrevocable and unconditional Bank Guarantee, within 15 days from the date of notification of award to OCAC.
- b) PBG would be 10% of the total Project cost excluding taxes and valid for 40 months from the date of submission of PBG.
- c) The selected bidder shall be responsible for extending the validity date and claim period of the Performance Guarantee as and when it is due on account of non-completion of the service during the work order period.
- d) In case the selected bidder fails to submit performance guarantee within the time stipulated, OCAC at its discretion may cancel the order placed on the selected bidder and/or forfeit the EMD after giving prior written notice to rectify the same.
- e) OCAC shall invoke the performance guarantee in case the selected bidder fails to discharge their contractual obligations during the period or OCAC incurs any damages due to bidder's negligence in carrying out the project implementation as per the agreed terms & conditions.

## **8.7 Failure to Agree with the Terms and Conditions of the RFP**

Failure of the successful bidder to agree with the draft legal agreement and Terms & Conditions of the RFP shall constitute sufficient grounds for the annulment of award, in which event OCAC may call for new proposals from the interested bidders. In such a case, OCAC shall invoke the PBG of successful bidder.

## **8.8 Termination for Default**

- a) OCAC (Client) may, without prejudice to any other remedy for breach of Contract, by Notice of default sent to the Service Provider (SP), terminate the Contract in whole or in part:
- if the SP fails to deliver any or all of the Goods or Related Services within the period specified in the Contract, or within any extension thereof granted by the Client or
  - if the SP, in the judgment of the Client has engaged in corrupt, fraudulent, collusive or coercive practices, in competing for or in executing the Contract; or
  - Any representation made by the bidder in the proposal is found to be false or misleading
  - If the SP commits any breach of the Contract and fails to remedy or rectify the same within the period of two weeks (or such longer period as the Client in its absolute discretion decide) provided in a notice in this behalf from the Client.

In the event the Client terminates the Contract in whole or in part, pursuant to Clause 8.8 (a). (i) the Client may procure, upon such terms and in such manner as it deems appropriate, Goods or Related Services similar to those undelivered or not performed, and the SP shall be liable to the Client for any additional costs for such similar Goods or Related Services. However, the SP shall continue performance of the Contract to the extent not terminated.

### Termination for Insolvency

OCAC may at any time terminate the Contract by giving Notice to the SP if the SP becomes bankrupt or otherwise insolvent. In such event, termination will be without compensation to the SP, provided that such termination will not prejudice or affect any right of action or remedy that has accrued or will accrue thereafter to the OCAC.

### **8.8.1 Termination for Convenience**

The Client, by 30 days of written notice sent to the SP, may terminate the Contract, in whole or in part, at any time for its convenience. The Notice of termination shall specify that termination is for OCAC's convenience, the extent to which performance of the SP under the Contract is terminated, and the date upon which such termination becomes effective.

### **8.8.2 Consequences of Termination**

a) Upon Termination of the Contract, the SP shall:

- Prepare and present a detailed exit plan within five calendar days of termination notice receipt to the client.
- OCAC and its designated team will review the Exit plan. If approved, SP shall start working on the same immediately. If the plan is rejected, SP shall prepare alternate plan within two calendar days. If the second plan is also rejected, the client or the authorized person will provide a plan for SP and it should be adhered by in totality.
- The Exit Plan should cover at least the following: -
  - all documents that may be necessary to effectively transfer the ownership and title, including OEM warranties in respect of all equipment, if any;
  - Handover all developed codes, related documentation and other Configurable items, if any in his possession;
  - Handover the list of all IT Assets, passwords to OCAC.

b) The SP and OCAC (or the authorized person) will sign a completion certificate at the end of successful completion (all points tracked to closure) of the Exit Plan.

#### **Note:**

**Definitions:** It is the client’s policy which requires that SP as well as its Consultants observe the highest standard of ethics during the execution of the Contract. In pursuance of this policy, the Employer defines, for the purpose of this provision, the terms set forth below as follows:

- i. “Corrupt practice” means the offering, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of a public official in the selection process or in contract execution;
- ii. “Fraudulent practice” means a misrepresentation or omission of facts in order to influence a selection process or the execution of a contract;
- iii. “Collusive practices” means a scheme or arrangement between two or more consultants, with or without the knowledge of the Employer, designed to establish prices at artificial, noncompetitive levels;
- iv. “Coercive practices” means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in a procurement process, or affect the execution of a contract.

### **8.8.3 Expiration of Contract**

Unless terminated earlier pursuant above, this Contract shall expire at the end of such time period after the Effective Date as specified in the Tender Documents or subsequently amended in the Contract Document.

#### **8.8.4 Limitations of liability**

The bidder's aggregate liability in connection with obligations undertaken as part of the RFP shall be limited to the 10% of the contracted value.

#### **8.8.5 Force Majeure**

Force majeure shall not include

Any event which is caused by the negligence or intentional action of either party or either Party's Experts, Sub-contractors or agents or employees, nor

Any event which a diligent party could reasonably have been expected to both consider at the time of conclusion of this contract, and avoid or overcome in the carrying out of its obligations hereunder

Force majeure shall not include insufficiency of funds or failure to make any payment required hereunder.

#### **No breach of contract**

The failure of a party to fulfil any of its obligations hereunder shall not be considered to be a breach of, or default under, this contract insofar as such inability arises from an event of Force Majeure, provided that the party affected by such an event has taken all reasonable precautions, due care and reasonable alternative measures, all with the objective of carrying out the terms and conditions of this contract.

#### **Measure to be taken**

A party affected by an event of Force majeure shall continue to perform its obligations under the contract as far as is reasonably practical and shall take all reasonable measures to minimize the consequences of any event of Force Majeure.

A party affected by an event of Force Majeure shall notify the other party of such event as soon as possible, and in case not later than 7 calendar days following its occurrence, providing evidence of the nature and cause of the event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.

Any period within which a party shall, pursuant to this contract, complete any action or task, shall be extended for a period equal to the time during which the party was unable to perform the action as a result of Force Majeure.

During the period of their inability to perform the services as a result of an event of Force Majeure, the IEC/ Media Cell upon instructions by the OCAC, shall either:

Demobilize, in which case the IEC/ Media Cell shall be reimbursed for additional costs they reasonably and necessarily incurred, and, if required by the OCAC, in reactivating the services; or  
Continue with the services to the extent reasonably possible, in which case the IEC/ Media Cell shall continue to be paid under the terms of this contract and be reimbursed for additional costs reasonably and necessarily incurred.

In the case of disagreement between the parties as to the existence or extent of Force Majeure, the matter shall be settled according to Arbitration.

## 9 Formats for Response

### 9.1 Pre-Qualification Bid Formats

#### FORM PQ-1: Cover Letter

(To be submitted on the Letterhead of Bidder)

To

The General Manager (Admin), Odisha  
Computer Application Centre,  
N-1/7-D, Acharya Vihar, P.O. RRL, Bhubaneswar - 751013.

**Sub:** Selection of Service Provider/Consulting firm for Implementation of IEC Strategy Execution & IEC/ Media Cell for E&IT Department, Govt. Of Odisha”.

Madam/Sir,

I, the undersigned, offer to provide the services for the proposed assignment in respect to your RFP No: OCAC-MISC-PMU-0001-2025-25106. We hereby submit our proposal which includes the pre-qualification proposal, technical proposal and commercial proposal, sealed under separate envelopes. 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 our 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 proposal submitted by us. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations.

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

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

Yours faithfully,  
(Authorized Signatory)  
Name, Designation & Contact No. and Seal

**FORM PQ-2: Bidder's Organization (General Details)**

(To be submitted on the Letterhead of Bidder)

<b>Sl#</b>	<b>Information</b>	<b>Details</b>
a)	Name of Bidder	
b)	Registered Address of Bidder	
c)	Address for Communication	
d)	Address of local office in Odisha. If bidder has no local office at the time of bid submission, an undertaking has to be furnished on bidder's letter head on setting up an office within 3 months from issuance of work order.	
e)	Name, Designation and Address of the contact person to whom all references shall be made regarding this RFP	
f)	Mobile no. of contact person:	
g)	E-mail address of contact person:	
h)	GST Number of the Firm	
i)	PAN No. of the firm	
j)	Average turnover of last three (3) years ending on 31.03.2025	

Yours faithfully,

(Authorized Signatory) Name,  
Designation & Contact No.

Seal

### **FORM PQ-3: Acceptance of Terms and Conditions**

(To be submitted on the Letterhead of Bidder)

To

The General Manager (Admin),  
Odisha Computer Application Centre,  
N-1/7-D, Acharya Vihar P.O. RRL, Bhubaneswar - 751013.

**Sub:** Selection of Service Provider/Consulting firm for Implementation of IEC Strategy Execution & IEC/ Media Cell for E&IT Department, Govt. Of Odisha”.

**Madam/Sir,**

I have carefully and thoroughly gone through the Terms & Conditions along with scope of work contained in the RFP No: OCAC-MISC-PMU-0001-2025-25106 regarding RFP Selection of Service Provider for Implementation of IEC Strategy Execution & IEC/ Media Cell for E&IT Department, Govt. Of Odisha”.

I declare that all the provisions/clauses including scope of work of this RFP are acceptable to our company. I further certify that I am an authorized signatory of the company and I am, therefore, competent to make this declaration.

Yours faithfully,

(Authorized Signatory)  
Name, Designation & Contact No.  
Seal

## FORM PQ-4: Project Citation Format

a)	Project Name:	
b)	Value of Contract/ Work Order (In INR):	
c)	Name of the Client:	
d)	Project Location:	
e)	Contact person of the client with address, phone and e-mail:	
f)	Project Duration:	
g)	Start Date (month/year): Completion Date (month/year):	
h)	Status of assignment: Completed / Ongoing (if it is ongoing, level of completion)	
i)	Narrative description of the project with scope:	
j)	List of Services provided by your firm/company:	

## FORM PQ-5: Bank Guarantee Template

To

The General Manager (Admin)

Odisha Computer Application Centre

(Technical Directorate of E & IT Dept, Govt. of Odisha) N-

1/7-D, Acharya Vihar P.O. - RRL,

Bhubaneswar - 751013

Whereas <<Name of the bidder>> (hereinafter called 'the Bidder') has submitted the bid for Submission of OCAC-MISC-PMU-0001-2025-25106 **Selection of Service Provider/Consulting firm for Implementation of IEC Strategy Execution & IEC/ Media Cell for E&IT Department, Govt. Of Odisha**". (hereinafter called "the Bid") to OCAC.

Know all men by these presents that we <<Name of the Bidder>> having our office at <<Address>> (hereinafter called "the Bank") are bound unto the Odisha Computer Application Centre OCAC (hereinafter called "the Purchaser") in the sum of Rs. <<Amount in figures>> (Rupees <<Amount in words>> only) for which payment well and truly to be made to the said Purchaser, the Bank binds itself, its successors and assigns by these presents. Sealed with the Common Seal of the said Bank this <<Date>>

The conditions of this obligation are:

- a) If the Bidder having its bid withdrawn during the period of bid validity specified by the Bidder on the Bid Form; or
- b) If the Bidder, having been notified of the acceptance of its bid by the Purchaser during the period of validity of bid
  - i) Withdraws his participation from the bid during the period of validity of bid document; or
  - ii) Fails or refuses to participate in the subsequent Tender process after having been short listed.

We undertake to pay to the Purchaser up to the above amount upon receipt of its first written demand, without the Purchaser having to substantiate its demand, provided that in its demand the Purchaser will note that the amount claimed by it is due to it owing to the occurrence of one or both of the two conditions, specifying the occurred condition or conditions.

This guarantee will remain in force up to <<insert date>> and including <<extra time over and above mandated in the RFP>> from the last date of submission and any demand in respect thereof should reach the Bank not later than the above date.

NOTWITHSTANDING ANYTHING CONTAINED HEREIN:

- a) Our liability under this Bank Guarantee shall not exceed Rs. <<Amount in figures>> (Rupees <<Amount in words>> only)
- b) This Bank Guarantee shall be valid up to <<insert date>>)
- c) It is condition of our liability for payment of the guaranteed amount or any part thereof arising under this Bank Guarantee that we receive a valid written claim or demand for payment under this Bank Guarantee on or before <<insert date>>) failing which our liability under the guarantee will automatically cease.

Yours faithfully,

(Authorized Signatory) Name,  
Designation & Contact No.

Seal

## **FORM PQ-6: Format for Non-blacklisting Declaration**

(To be submitted on the Letterhead of Bidder)

To

The General Manager (Admin),  
Odisha Computer Application Centre,  
N-1/7-D, Acharya Vihar P.O. RRL, Bhubaneswar - 751013.

**Sub: Non-Blacklisting declaration in connection with RFP No: OCAC-MISC-PMU-0001-2025-25106 Date 20.11.2025**

Madam/Sir,

In response to the RFP titled “**Selection of Service Provider/Consulting firm for Implementation of IEC Strategy Execution & IEC/ Media Cell for E&IT Department, Govt. Of Odisha**”. (bid reference no OCAC-MISC-PMU-0001-2025-25106” as an owner/ partner/ Director of (organization name)\_I/ We hereby declare that presently our Company/ firm is not under declaration of ineligible for corrupt & fraudulent practices, blacklisted either indefinitely or for a particular period of time, or had work withdrawn, by any State/ Central government/ PSU.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our security may be forfeited in full and the tender if any to the extent accepted may be cancelled.

Yours faithfully,

(Authorized Signatory)

Name, Designation & Contact No.

Seal

## **9.2 Technical Bid Formats**

### **FORM TECH-1: Description of Proposed Solution**

Bidder has to provide details of the entire solution, work plan, resource deployment plan to be proposed, along with its key differentiators, covering all requirements as listed out in Volume-II of this RFP.

### **FORM TECH-2: Description of Proposed Approach & Methodology**

### 9.3 Financial Bid

#### FORM FIN-1: Financial Bid Covering Letter

(To be submitted on the Letterhead of Bidder)

To

The General Manager (Admin), Odisha  
Computer Application Centre,  
N-1/7-D, Acharya Vihar P.O. RRL, Bhubaneswar - 751013.

**Sub: Selection of Service Provider/Consulting firm for Implementation of IEC Strategy Execution & IEC/ Media Cell for E&IT Department, Govt. Of Odisha”.**

Madam/Sir,

I /We, the undersigned, offer to provide the service **Selection of Service Provider/Consulting firm for Implementation of IEC Strategy Execution & IEC/ Media Cell for E&IT Department, Govt. Of Odisha”** as per RFP No: OCAC-MISC-PMU-0001-2025-25106 and our Pre-Qualification, Technical and Financial Proposals. Our attached Financial Proposal is exclusive of all applicable taxes and duties.

a) BID PRICE

We declare that our Bid Price is for the entire scope of the work as specified in Volume- II of this RFP. These prices are indicated in the Financial Bid as part of this RFP response. In case there is substantial difference between the component wise price approved by OCAC and the price quoted by the bidder, OCAC will have the rights to ask the bidder to realign their prices without impacting the total bid price. We hereby agree to submit our offer accordingly.

b) PERFORMANCE BANK GUARANTEE

We hereby declare that in case the contract is awarded to us, we shall submit the Performance Bank Guarantee as specified in this RFP document.

We understand you are not bound to accept any Proposal you receive. We hereby declare that our Proposal is made in good faith, without collusion or fraud and the information contained in the proposal is true and correct to the best of our knowledge and belief.

We understand that our proposal is binding on us and that you are not bound to accept any proposal you receive.

Yours faithfully,

(Authorized Signatory)

Name, Designation & Contact No. and Seal

#### 9.4 Financial Bid Format:

**Note: The below number of resources can be increase and decrease as per requirement of E & IT department and OCAC.**

<b>Costing for IEC Strategy Execution &amp; IEC/ Media Cell of E&amp;IT Department, Govt. of Odisha for 3 years</b>						
<b>Sl#</b>	<b>Category</b>	<b>Module/Item</b>	<b>Unit</b>	<b>Qty</b>	<b>Unit Rate</b>	<b>Total Amount</b>
A	Program Manager	One Program Manager to be deployed for 3 years	Man-Month	36		
B	PR Manager	2 PR Manager to be deployed for 3 years	Man-Month	72		
D	Graphic Designer	2 Graphic designers to be deployed for 3 years	Man-Month	72		
E	Video Editor	One video Editor to be deployed for 3 years	Man-Month	36		
F	Social Media research, Insights & Analytics Expert	2 Social Media research, Insights & Analytics Expert to be deployed for 3 years	Man-Month	72		
G	Subject Matter Expert (IT)	One Subject Matter Expert (IT) to be deployed for 3 years	Man-Month	36		
H	Content Writer	One Content Writer to be deployed for 3 years	Man-Month	36		
					<b>Total Cost</b>	
					Tax (18%)	
					<b>Grand Total</b>	