

RFP No:- 3397/ 2026-27

Date: 28/09/2026

REQUEST FOR PROPOSAL

FOR

**SELECTION OF AN AGENCY FOR MANAGEMENT OF MEDIA CAMPAIGNS AND
SOCIAL MEDIA PLATFORMS OF ODISHA STATE DISASTER MANAGEMENT
AUTHORITY AND OFFICE OF SPECIAL RELIEF COMMISSIONER**



ODISHA STATE DISASTER MANAGEMENT AUTHORITY

(A GOVT. OF ODISHA AGENCY)

9 TH FLOOR, RAJIV BHAWAN, UNIT-5, BHUBANESWAR,

ODISHA - 751001,

Ph. No. - (0674) 2395398, 2396901 Website: www.osdma.org

E-mail: osdma@osdma.org

DISCLAIMER

The information contained in this Request for Proposal document ("RFP") or any other information subsequently provided to Bidders, whether verbally or in documentary or any other form by or on behalf of the Authority or any of its employees or advisers, is provided to the Bidders 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 Authority to the prospective Bidders 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 the RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the Services. 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 Authority, its employees or advisers to consider the objectives, technical expertise and particular needs of each party 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 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 depends upon 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 Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

The Authority, its employees and advisers 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 assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this selection process.

The Authority also accepts no liability of any nature whether resulting from negligence or otherwise however caused or arising from reliance of any Bidder upon the statements contained in this RFP.

The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.

The issue of this RFP does not imply that the Authority is bound to select a Bidder or to appoint the selected Agency, as the case maybe, to provide the Services and the Authority reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever.

The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Bidder and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the Proposal, regardless of the conduct or outcome of the selection process.

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DATA SHEET

Sl.No	Particulars	Details
1.	Name of the Authority	Odisha State Disaster Management Authority (OSDMA) and Office of Special Relief Commissioner (SRC) Rajiv Bhawan, Unit 5, Bhubaneswar, Odisha, 751001
2.	Method of Selection	QCBS (Quality-cum-Cost Based Selection) - (70: 30)
3.	Proposal Validity	180 Days
4.	Publication of RFP	_28/_09_/2026
5.	Availability of RFP Documents	https:// www.osdma.org and https://www.srcodisha.nic.in
6.	Deadline for Submission of Pre-Proposal / Pre-Bid Queries	Pre-bid queries shall be sent by 05/10/2026 by 4 PM to ed@osdma.org
7.	Pre-bid meeting	The pre-bid meeting shall be held on _07/10/2026 at 03:30 PM at 9 th Floor Conference Hall of OSDMA.
8.	Proposal Due Date (Last Date of Submission)	_13/10/2026, 3:00 PM registered/speed post service only (no drop box facility available) Hand delivery is not allowed.
9.	Date of opening of Technical Proposal	_23/10/2026, 4:00 PM
10.	Date of Technical Presentation	To be intimated later
11.	Date of opening of Financial Proposal	To be intimated later
12.	Bid Processing Fee (Non-Refundable)	INR 11,800/- including GST(Indian Rupees Eleven Thousand Eight Hundred only) in form of Demand Draft in favour of “Odisha State Disaster Management Authority” , payable at Bhubaneswar issued from any Nationalized/ Scheduled Bank
13.	Earnest Money Deposit (EMD) (Refundable)	INR 2,00,000/- (Indian Rupees Two Lakhs Only) in the form of DD/ Bank Guarantee in favour of “Odisha State Disaster Management Authority” , payable at Bhubaneswar issued from any Nationalized/ Scheduled Bank.
14.	Performance Bank Guarantee (PBG)	INR 10,00,000/- (Ten Lakhs only)
15.	Place of Opening of Proposal:	Venue: Office of _____ Odisha State Disaster Management Authority (OSDMA) 9th floor of Rajiv Bhawan, Unit 5, Bhubaneswar, Odisha, 751001,

- RFP can be downloaded from OSDMA website i.e. www.osdma.org and <https://srcodisha.nic.in> (for view & download).
- Subsequent corrigendum, if required, shall appear in this website.

SECTION: 1

LETTER OF INVITATION

LETTER OF INVITATION

Name of the Assignment: Selection of an Agency for Management of Media Campaigns and Social Media Platforms of Odisha State Disaster Management Authority

1. The Odisha State Disaster Management Authority, Government of Odisha, (the “**Authority**”) invites proposal from reputed agencies for providing services relating to **Management of Media Campaigns and Social Media Platforms of Odisha State Disaster Management Authority and Office of Special Relief Commissioner and**
2. Bidder shall be selected on Quality cum Cost Basis Selection (QCBS)
3. The RFP shall be available on the OSDMA website i.e. www.osdma.org and Office of SRC website i.e. <https://srcodisha.nic.in> from _28_/09_/2026 till _13/10/2026. The Technical proposal must be submitted in hard bound/ Spiral bound form serially numbered.
4. Evaluation of the proposals shall be made as per the evaluation criteria mentioned in the RFP prior to opening of financial proposal.
5. The total contract period for taking up various assignments will be for 12 Months and extendable up to another 12 months based on the performance. The contract is extendable depending upon the performance of the Agency and as per the approval of the Authority.
6. The two parts of the Proposal (Technical proposal and Financial proposal) must be submitted as per **Clause 6.2 of ITB**, with all pages numbered serially, along with an index of submission. The technical proposal is also required to be submitted in hard bound/ Spiral bound form with all pages numbered serially along with an index of submission. Bids submitted in loose form will not be accepted. The Financial Proposal is to be submitted in a separate envelope only. Bids shall be submitted through speed post/ registered post at the address mentioned above. Authority shall not take any cognizance and shall not be responsible for delay/ loss in transit or non-submission of the Bid in time. Submission in any other form shall not be acceptable. In the event, any of the instructions mentioned herein have not been adhered to, Authority may reject the Proposal.
7. Both Financial and Technical Bids (in physical form) shall be submitted within the stipulated date and time as mentioned in the RFP and the hard copy of the technical proposal shall be sent through registered/speed post or courier service only (no drop box facility available) at the address mentioned below.

Odisha State Disaster Management Authority (OSDMA),
9th floor of Rajiv Bhawan, Unit 5,
Bhubaneswar, Odisha, 751001

8. The proposal, complete in all respect as specified in the RFP Document, must be accompanied with a **Non-refundable** amount of **INR 11,800/- including GST (Indian Rupees Eleven Thousand Eight Hundred only)** towards **Bid Processing Fee** and **INR 2,00,000/-** towards **Bid Security/ EMD** in the form as prescribed in the RFP failing which the bid will be rejected

9. The last date and time for submission of proposal, date of opening of technical proposal as mentioned in the Bidder Data Sheet.
10. This RFP includes following sections:
 - a) Letter of Invitation **[Section – 1]**
 - b) Information to the Bidder **[Section – 2]**
 - c) Terms of Reference **[Section – 3]**
 - d) Technical Proposal Submission Forms **[Section – 4]**
 - e) Financial Proposal Submission Forms **[Section –5]**
 - f) Bid Submission Checklist **[Section –6]**
 - g) Annexure **[Bid Submission Checklist & Performance Bank Guarantee Format provided]**
11. While all information/data given in the RFP are accurate within the consideration of scope of the proposed assignment to the best of the Authority's knowledge, the Authority holds no responsibility for accuracy of information, and it is the responsibility of the bidder to check the validity of information/data included in this RFP. The Authority reserves the right to accept / reject any / all proposals / cancel the entire selection process at any stage without assigning any reason thereof.

Odisha State Disaster Management
Authority (OSDMA)

SECTION: 2

INSTRUCTION TO BIDDERS

1. Pre-Qualification Criteria:

Prior to the evaluation of the Qualification Proposals, each Bidder's Eligibility Proposal will be assessed based on the following Eligibility Criteria (**Eligibility Criteria**). Each Bidder is required to provide copies of the following supporting documents/information as part of its Eligibility Proposal failing which the Proposal will be rejected.

SI No.	Description	Supporting Document
1	Bidder must be single business entity legally registered as company under the Companies Act, 1932/Indian Companies Act, 2013 or a Partnership Firm registered under Indian Partnership Act, 1932 or a limited liability Partnership registered under the Limited Liability Partnership Act, 2008 or a sole proprietorship or entities registered under the society registration act 1860/registered under MSME(UDDYAM), Govt of India. No Consortium or Joint Venture is allowed.	Documentary evidence shall have to be submitted along with the Proposal
2	The applicant must have experience of at least 3 (Three) years experience & expertise in IEC strategy, designing creatives, content creation, social media management, Media campaigns in any Central / State Govt. / Municipal Corporations/ Externally Aided Projects / PSU / Autonomous bodies operated under Govt. administrative control.	Documentary evidence shall have to be submitted along with the Proposal i.e. Work orders/ Agreement with the completion certificate as per Form TECH-5
3	The Bidder must have experience of having successfully executed similar work during the last 7 (seven) years preceding the bid due date, which shall be of the following: i. Two (02) similar works of duration of 3-5 minutes of development of Audio Visual/ cinematic film / documentary / corporate film for Central Govt./ State Govt./ PSU sector in India certified by not below the rank of Executive Engineer/Competent Authority, and ii. Five (05) similar work in creative designing and printing, AV production content writing and development, social media promotion services, IEC Activities for Central Govt./ State Govt./ PSU sector in India certified by not below the rank of Executive Engineer/ Competent Authority iii. Atleast Two (02) nos. of Social Media campaigns for Central Govt./ State Govt./	Copy of Work orders/Agreement along with the completion certificate as per Form TECH-5

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	PSU sector in India certified by not below the rank of Executive Engineer/ Competent Authority iv.	
4	The bidder should have minimum average annual turnover of INR 1.00 crore from Social Media Support / IEC / Creative communication in last 3 years (FY 2023-2024, FY 2024-2025 and FY 2025-2026)	Statutory Auditor certificate along with Balance Sheet and Profit & Loss Statement as per Form TECH-3 . The UDIN certificate from a Chartered Accountant to be provided by the bidder to reflect on minimum average annual turnover from Social Media Support/IEC/creative communication works.
5	Bidder must not have been barred or blacklisted by the GoI, any state government, or any of its organisations from participating in any project or being awarded any contract and the bar subsists on the Proposal Due Date.	Undertaking as per Form TECH-7 on stamp paper of appropriate value.
6	A Bidder shall not have a Conflict of Interest. A Bidder shall be considered to have a Conflict of Interest if any of the conditions set out in Clause 13 of this RFP apply to the Bidder.	Self-Declaration from the Bidder as per Form TECH-6
7	The bidder must have a local office in Bhubaneswar or Cuttack.	

Please note - For the purposes of this RFP, consortium / JV is not allowed.

1.1 Documents / Formats need to be submitted along with TECHNICAL PROPOSAL:

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

- Filled in Bid Submission Check List in Original (**Annexure-I**)
- Covering letter (TECH– 1) on Bidder's letterhead.
- Bid Processing Fee & Earnest Money Deposit (EMD) as applicable
- General Details of the Bidder (TECH – 2)
- Financial Capacity of the Bidder (TECH – 3)
- Power of Attorney (TECH – 4) in favour of the person signing the Proposal on behalf of the Bidder.
- Project Experience of the bidder (TECH – 5)
- Undertaking regarding Conflict of Interest (TECH - 6)
- Undertaking for Non-Blacklisting (TECH-7)
- Approach, Methodology & Work Plan to undertake the assignment (TECH - 8)

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 may lead to rejection of the bid. Submission of forged documents will also result in rejection of the bid. Bidders are advised to study all instructions, forms, terms & conditions and other important information as mentioned in the RFP Document. The proposal must be complete in all respect and indexed. Each page should be numbered and signed by the authorized representative.

2. Bid Processing Fee:

The bidder must furnish as part of technical proposal, the required bid processing fee amounting to INR Rs 11,800/- (Rs 10,000/- + Rs 1800/- (GST))³³ (Indian Rupees Eleven Thousand Eight only) in form of Demand Draft in favour of the “**Odisha State Disaster Management Authority**”, payable at Bhubaneswar issued from any Nationalized/ Scheduled Bank as prescribed in the RFP failing which the bid will be rejected.

3. Earnest Money Deposit/ Bid Security:

The Bidder shall furnish as part of its Proposal, a bid security of INR 2,00,000/- (Indian Rupees Two Lakhs only) in the form of Bank Guarantee/ Demand Draft in favour of “**Odisha State Disaster Management Authority**”, payable at Bhubaneswar issued from any Nationalized/ Scheduled Bank. The Bid Security, returnable not later than 180 days from Proposal Due Date. In the event that the first ranked Bidder commences the assignment, the second ranked Bidder, whose proposal has been kept in reserve, shall be returned forthwith, but in no case not later than 180). In case successful bidder is announced, the Bid Security of all unsuccessful bidders shall be returned, while the Bid Security of the successful bidder shall continue to be effective until the successful bidder furnishes the Performance Bank Guarantee (as per the provisions of this RFP). The Bid Security shall be forfeited if (a) a successful bidder fails to sign the Agreement for whatever reason, or (b) the bidder withdraws the tender during the validity period of tender.

4. Validity of the Proposal:

Proposals shall remain valid for a period of 180 (One hundred and eighty) days from the date of opening of the technical proposal. The Authority 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.

5. Pre -bid Queries / Pre-bid Meeting:

- a) Bidders are allowed to submit their queries in respect of the RFP and other details if any to OSDMA through e-mail to ed@osdma.org till the timeline as per Bidder Data Sheet. Clarifications to the above will be uploaded on the OSDMA Website.
- b) The pre-bid meeting shall be held as per schedule mentioned in the bidder data sheet.
- c) If any information about the subject site is required by the prospective bidder prior to 3 (three) days from the last date of bid submission, the same can be obtained from:

Odisha State Disaster Management Authority (OSDMA),
9th floor of Rajiv Bhawan, Unit 5,
Bhubaneswar, Odisha, 751001.

- d) OSDMA reserves the right not to offer clarifications on any issue or if it perceives that the clarifications can only be made at a later stage, it can do so at a later date.
- e) No extension of any deadline will be granted on the basis or grounds that OSDMA have not responded to any question or not provided any clarification.

6. Preparation and Submission of Proposal:

6.1 Documents Comprising the Bid

The proposal shall be submitted in 2 (Two) parts in 2 (Two) separate envelopes/packages put together in 1 (one) single outer envelope. The outer envelope should be superscribed with the Bidder Name and Bidder Number. The 2 parts (collectively referred to as 'Proposal') shall be:

Part 1- Technical Proposal

Part 1, the “**Technical Proposal**” should have the following documents.

- i. Filled in Bid Submission Check List in Original (Annexure-I)
- ii. Covering letter (TECH– 1) on Bidder's letterhead.
- iii. Bid Processing Fee & Earnest Money Deposit (EMD) as applicable.
- iv. General Details of the Bidder (TECH – 2)
- v. Financial Capacity of the Bidder (TECH – 3)
- vi. Power of Attorney (TECH – 4) in favour of the person signing the Proposal on behalf of the Bidder.
- vii. Project Experience of the bidder (TECH – 5)
- viii. Undertaking for Non-Blacklisting (TECH-7)
- ix. Undertaking regarding Conflict of Interest (TECH - 6)
- x. Approach, Methodology & Work Plan to undertake the assignment (TECH - 8)
- xi. Certificate of Incorporation, Copy of PAN & GST Registration
- xii. RFP Document duly signed by Bidder's Authorized Signatory.

Part 2- Financial Proposal

The Part 2, the “**Financial Proposal**” should be submitted as per the format for Financial Bid given in **Section 5**. inclusive of all statutory taxes but excluding GST

6.2 Submission of Bids

Each page of the two parts should be page numbered and in conformation to the eligibility qualifications and clearly indicated using an index page. The Client will not consider any proposal that arrives after the deadline as prescribed in the Bidder Data Sheet. Any Proposal received after the deadline will be outrightly rejected by the Client.

- 6.2.1 The **Technical proposal (Part A)** and **Financial Proposal (Part B)** must be inserted in separate sealed envelopes, along with bidder's name and address on the envelope and clearly marked as follows:

Part-A:

Technical proposal for

“SELECTION OF AN AGENCY FOR MANAGEMENT OF MEDIA CAMPAIGNS AND SOCIAL MEDIA PLATFORMS OF ODISHA STATE DISASTER MANAGEMENT AUTHORITY AND OFFICE OF SPECIAL RELIEF COMMISSIONER”

Part-B:

Financial proposal for

“SELECTION OF AN AGENCY FOR MANAGEMENT OF MEDIA CAMPAIGNS AND SOCIAL MEDIA PLATFORMS OF ODISHA STATE DISASTER MANAGEMENT AUTHORITY AND OFFICE OF SPECIAL RELIEF COMMISSIONER”

Both the envelopes i.e. envelope for **Part-A** and Envelope for **Part-B** must be packed in a separate sealed outer cover and clearly super scribed with the following:

Proposal for

“SELECTION OF AN AGENCY FOR MANAGEMENT OF MEDIA CAMPAIGNS AND SOCIAL MEDIA PLATFORMS OF ODISHA STATE DISASTER MANAGEMENT AUTHORITY AND OFFICE OF SPECIAL RELIEF COMMISSIONER”

The Bidder's Name & address shall be mentioned in the left hand corner of the outer envelope. The inner and outer envelopes shall be addressed to OSDMA, Bhubaneswar at the following address:

Managing Director

Odisha State Disaster Management Authority (OSDMA),
9th floor of Rajiv Bhawan, Unit 5,
Bhubaneswar, Odisha, 751001

Note:

- a. If the outer envelope is not sealed and marked as mentioned above, then OSDMA will assume no responsibility for the tender's misplacement or premature opening. Telex, cable or facsimile tenders will be rejected.
- b. Bids shall be submitted through registered post or courier service at the address mentioned above. OSDMA shall not take any cognizance and shall not be responsible for delay/loss in transit or non-submission of the Bid in time.
- c. The Scope of Work to be carried out by the Selected Agency is detailed in Section 3. The Bidders are required to quote for the entire scope of work detailed in Section 3, failing which the Bid will not be considered for evaluation.

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

7. Opening of the proposal:

- (i) Completed proposal must be submitted on or before the time and date stated in the Data Sheet.
- (ii) Opening of Proposals will be done in the presence of bidders whoever wants to attend for Technical proposals received through speed post only.

- (iii) The Financial Proposal will be opened for the shortlisted applicants who qualify for financial opening as per RFP. The date of opening of Financial Proposal will be notified later.

8. Evaluation of Proposal:

A three-step evaluation process will be conducted as explained below for evaluation of the proposals:

8.1 Preliminary Evaluation (1st Stage): Preliminary evaluation of the proposals will be done to determine whether the proposal comply with the prescribed eligibility condition (*pre-qualification criteria as mentioned in Sl. 1, Section-2*) and the requisite documents / information (as per Clause 6.1) have been properly furnished by the bidder or not.

*** Bids not complying with any of the above requirement will be out rightly rejected at the discretion of the Authority's authority.**

Only those bidders meeting both the following capability criteria will be “**Technically Qualified**” for the project.

8.2 Technical Capability(2nd Stage): Technical evaluation will be done only for those applicants who clear the requirements set in the 'Pre-Qualification Criteria'. The Technical eligibility of the candidate shall be assessed based on the following criteria:

S. N.	Evaluation Criteria	Maximum Marks	Relevant Technical Form
1	Number of years of experience in preparation of Audio Visual like animation videos /cinematic film/ documentary/ corporate film (Mandatory experience in atleast one animation and one Documentary required), handling creative designing and printing, AV production content writing and development, social media promotion & management services. More than 3 Years – 5 Marks 3 Years to 5 Years – 7.5 Marks More than 5 Years – 10 Marks	10	TECH-5
2	Average annual turnover of INR 1 crore from Social Media support / IEC / Creative Communication for last 3 Financial Years. (2023-24, 2024-25, 2025-26) INR 1 Crores – INR 3 Crores – 10 marks INR 3 Crores – INR 6 Crores – 15 marks Above INR 6 Crores - 20 marks	20	TECH-3

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3	The Bidder must have experience of having successfully executed similar work during the last 7 (seven) years, which shall be of the following: i. Two (02) similar works of duration of 3-5 minutes of development of Audio Visual/ cinematic film / documentary / corporate film for any sector (shall have atleast 01 no. of animation film) – 4 Marks 2 Marks for each additional project – maximum of 3 additional projects Total – 10 Marks ii. Five (05) similar work in creative designing and printing, AV production content writing and development, social media promotion services Five (05) similar Project – 4 Marks 2 Marks for each additional project – maximum of 3 additional projects. Total – 10 Marks iii. Atleast Two (02) nos. of Social Media campaigns for Central Govt./ State Govt./ PSU sector in India certified by not below the rank of Executive Engineer/ Competent Authority Two (02) similar Project – 5 Marks 2.5 Marks for each additional project – maximum of 2 additional projects. Total – 10 Marks <u>Note:</u> <i>Similar Projects and the last seven years shall be referred as per Point No. 3, Clause 1</i>	30	TECH-5
4	Quality of the presentation – the presentation should contain a. Company profile & Differentiating factors b. Similar work experience c. Approach & methodology (Proposed manpower, standard operating procedure, Work Plan, value provided to Authority etc.) d. Technological solutions deployed by agency	40	TECH-8
Total		100	

In the first stage, the Technical Proposal will be evaluated based on the parameters stated above. For each Technical Proposal, the total points that can be awarded for each Bidder are 100, **and the minimum Technical Score that a Bidder requires to qualify for opening of the Financial Proposal is 70.**

8.3 FINANCIAL EVALUATION (3rd Stage): The financial proposals of the bidders qualifying the technical evaluation (2nd Stage) only shall be opened at this stage in the presence of the bidder's representative who wishes 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.

Financial Proposal must be strictly using the formats attached in Section 5. No additional items/ quantities other than that specified in the formats should be proposed by the Agency since the same shall not be considered for the evaluation/award.

The lowest evaluated financial proposal (Fm) will be given a maximum financial score of 100 points. The formula for determining the financial scores of other proposals will be computed as follows:

Sf = 100 x Fm/F, in which “**Sf**” is the financial score, “**Fm**” is the lowest price, and “**F**” the price of the Proposal under consideration.

9. Evaluation Process:

The highest evaluated Technical Proposal (**Th**) shall be given maximum Technical Score (St) of 100. The formula for determining the Technical Scores (St) of all other proposals is calculated as following:

St = 100 x T/Th, in which “**St**” is the Technical Score, “**Th**” is the highest Technical Score given, and “**T**” is the Technical Score of the proposal under consideration.

Proposals shall be ranked according to their combined technical (St) and financial (Sf) scores using the weights (Tw = the weight given to the Technical Proposal (0.7); Pw = the weight given to the Financial Proposal (0.3); T + P = 1) as following:

$$S = St \times Tw + Sf \times Pw,$$

- a) The Selected Applicant shall be the First Ranked Applicant (having the highest combined score). The Second and third Ranked Applicant shall be kept in reserve and may be invited for negotiations in case the first ranked Applicant withdraws or fails to comply with the requirements specified in the RFP document.
- b) The Evaluation Committee will determine whether the submitted Financial Proposals are complete (i.e. whether they have included cost of all items of the corresponding proposals; if not, then the cost towards such missing items will be considered as NIL, but the bidder shall, however, be required to carry out such obligations without any additional compensation. In case under such circumstances, if Authority feels that the work cannot be carried out within the overall cost as per the submitted financial proposal, such proposals shall be considered non-responsive.
- c) The Evaluation Committee shall determine if the financial proposal is complete and without computational errors.

10. Performance Bank Guarantee (PBG):

Within 7 days of notifying the acceptance of a proposal for award of contract, Selected Bidder shall have to furnish a Performance Bank Guarantee amounting to **INR 10,00,000/- (Indian Rupees Ten Lakhs only)** in the form of BG pledged in favour of “Managing Director, Odisha State Disaster Management Authority” payable at Bhubaneswar issued from any Nationalized/ Scheduled Bank. The validity of the PBG shall be for 27 months from the date of issue of BG, as its commitment to perform services under the contract. Failure to comply with the terms & conditions of the contract agreement shall constitute sufficient grounds for the forfeiture of the PBG. The PBG shall be released immediately after three months of expiry of contract provided there is no breach of contract on the part of the qualified bidder. No interest shall be paid on the PBG.

11. Contract Negotiation

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

proposed staff for the assignment. Representative conducting negotiations on behalf of the bidder must have written authority to negotiate and conclude a contract. Negotiation will be performed covering technical and financial aspects, if any and scope of work.

12. Award of Contract:

After completion of the contract negotiation stage, the Authority will notify the successful bidder in writing by issuing a Letter of Award (LOA) for signing the contract and promptly notifying all other bidders about the result of the selection process. The successful bidders will be asked to sign the contract after fulfilling all formalities within 7 days of issuance of the offer letter. After signing of the contract, no variation or modification of the terms of the contract shall be made except by written amendment signed by both the parties. The contract will be valid for **24 months** from the date of effectiveness of the contract and shall be extended to a year based on performance and on mutually agreed terms.

13. Conflict of Interest:

Conflict of interest exists in the event of:

- (i). Conflicting assignments, typically monitoring and evaluation of the same project by the empaneled bidder;
- (ii). Agency, agencies or institutions (individuals or organizations) who have a business or family relation with the Authority 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 Authority as this would amount to their disqualification and breach of contract.

14. Disclosure:

- (i). 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.
 - 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.
- (ii). 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.

15. Anti-corruption Measure:

- (i). Any effort by Bidder(s) to influence the Authority in the evaluation and ranking of financial proposals, and recommendation for award of contract, will result in the rejection of the proposal.
- (ii). 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 Authority shall blacklist the bidder either indefinitely or for a stated period of time, disqualifying it from participating in any related bidding process for the said period.

16. Language of Proposals:

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

17. Cost of Bidding:

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

18. Legal Jurisdiction:

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

19. Governing Law and Penalty Clause:

The schedule given for delivery is to be strictly adhered to in view of the strict time schedule. Any unjustified and unacceptable delay or discrepancies in delivery shall render the bidder liable for liquidated damages and thereafter the Authority holds the option for cancellation of the contract for pending activities and completes the same from any other Agency. The Authority may deduct such sum from any money from their hands due or become due to bidder. The payment or deduction of such sums shall not relieve the bidder from his obligations and liabilities under the contract. The rights and obligations of the Authority and the bidder under this contract will be governed by the prevailing laws of Government of India / Government of Odisha.

In case of delay in submission of Audio Visual by the Agency as per timelines fixed by the Authority, a penalty of INR 5000 (Rupees Five thousand only) per day for each Audio Visual shall be imposed on the Agency. For the reasons which are beyond the control of the Agency the penalty can be waived by Authority on receipt of request from agency and approval from the Authority.

Authority shall evaluate the performance of the Agency based on the quality of the services rendered as well as feedback received by the officials concerned at the Department. The decision of the Authority shall be binding

in this regard. If during execution of the assigned work, following problems are found, then a penalty of 1% of the Monthly value per week (subject to maximum of 10%) may be imposed by the Authority;

1. Work not commenced within the number of days as stipulated by the Authority from time to time for each assignment or 07 days of the award of Work or agreement; whichever is applicable.
2. Delays in deliverables.
3. Not assigning adequate resources on time.
4. Not engaging resources on a dedicated basis, even when required.
5. Assigning resources that do not meet requirements of Authority.

In the event, the work is either not complete or not completed satisfactorily as per the approved time schedule or the quality of deliverable i.e. social media content is found to be poor or not up to the mark; any such 3 nos. of incidents may lead Authority to rescind the agreement and Authority shall be free to get it done from other Agencies. Further, Authority may debar/blacklist the defaulting agency from applying in the future.

The amount will be deducted from the subsequent payment. In addition, the PBG amount may also be forfeited. The decision of the authority placing the contract, whether the delay in development has taken place on account of reasons attributed to the bidder shall be final. In such situations, the firm will be debarred from participation in future bids of this department for next five years from the date of this occurrence and notifications. In case of unapproved leaves for any resource, the pro-rata amount of the leave period may be deducted from the invoice amount of the Agency. Such deduction shall be as per decision of the Authority.

20. Confidentiality:

Information relating to evaluation of proposals and recommendations concerning awards shall not be disclosed to the bidders who submitted the proposals or to other persons not officially concerned with the process, until the publication of the award of contract. The undue use by any Agency of confidential information related to the process may result in rejection of its proposal and may be subject to the provisions of the Authority's antifraud and corruption policy. During the execution of the assignment except with prior written consent of the Authority, the agency or its personnel shall not at any time communicate to any person or entity any confidential information acquired in the course of the contract.

21. Amendment of the RFP Document:

At any time before submission of proposals, the Authority may amend the RFP by issuing an addendum at <https://www.osdma.org> only. Any such addendum will be binding on all the bidders. To give bidders reasonable time in which to take an addendum into account in preparing their proposals, the Authority may, at its discretion, extend the deadline for the submission of the proposals.

22. Authority's right to accept any proposal and to reject any or all proposal(s):

The Authority 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.

23. Copyright, Patents and Other Proprietary Rights:

OSDMA 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 Authority's request, the Agency shall take all necessary steps to submit them to the Authority in compliance with the requirements of the contract.

24. Force Majeure:

For purpose of this clause, "Force Majeure" means an event beyond the control of the Agency and not involving the Agency's fault or negligence and not foreseeable. Such events may include, but are not restricted, wars or revolutions, fires, floods, riots, civil commotion, earthquake, epidemics or other natural disasters and restriction imposed by the Government or other bodies, which are beyond the control of the Agency, which prevents or delays the execution of the work. If a force Majeure situation arises, the Agency shall promptly notify Authority in writing of such condition, the cause thereof and the change that is necessitated due to the condition. Until and unless otherwise directed by the Authority in writing, the Agency shall continue to perform its obligations under the contract as far as is reasonably practical and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event. The Agency shall advise Authority in writing, the beginning and the end of the above causes of delay, within seven days of the occurrence and cessation of the Force Majeure condition. In the event of a delay lasting for more than 15 days, if arising out of causes of Force Majeure, Authority reserve the right to cancel the contract without any obligation to compensate the Agency in any manner for whatsoever reason.

25. Settlement of Dispute:

In the case of dispute arising upon or in relation to or in connection with the contract between the Authority and the Agency, which has not been settled amicably, the same shall be resolved or settled by way of arbitration by the sole arbitrator to be appointed by Managing Director, OSDMA and the decision of the arbitrator shall be final & binding on both the parties. The arbitration shall be held in accordance to the provisions of Arbitration and Conciliation Act 1996 and the place of arbitration shall be only at Bhubaneswar.

26. Disqualification of Proposal:

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

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

- Proposal is not properly signed
- Proposal is not conforming to the requirement of the scope of the work of the assignment.
- Bidder tries to influence the proposal evaluation process by unlawful/corrupt/ fraudulent means at any point of time during the bid process
- If, any of the bid documents (including but not limited to the hard and soft/electronic copies of the same, clarifications provided by the bidder), excluding the commercial bid, submitted by the bidder is found to contain any information on price, pricing policy, pricing mechanism or any information indicative of the commercial aspects of the bid;
 - Bidders or any person acting on its behalf indulges in corrupt and fraudulent practices

27. Liability:

The Liability of the selected Agency under this agreement in any case shall not be beyond the amount of fees payable to the selected Agency under this agreement.

28. Indemnity:

Selected Agency shall at its expense and to the maximum extent permitted by law, will indemnify, defend and hold harmless Authority from all claims, judgements, actions or suits, proceedings, demands, liabilities, costs, losses damages and expenses arising out of or relating to (a) any negligent act or omission or intentional wrongdoing of the Selected Agency or its representatives; (b) any claim that the provision or utilisation of services or any portion thereof is not in compliance applicable laws, rules, regulations, orders of any governmental agency; (c) for injuries or damages to persons or property sustained by or claimed to have been sustained by anyone whomsoever by reason of the works undertaken by the Agency

SECTION: 3

TERMS OF REFERENCE (TOR)

Terms of Reference (ToR)

1. Background

OSDMA was set up by the Government of Odisha as an autonomous organization. It was registered under the Societies Registration Act, 1860 on 29.12.1999 as a non-profit making & charitable institution for the interest of the people of Odisha, with its headquarters at Bhubaneswar and jurisdiction over the whole State. The Odisha State Disaster Management Authority (OSDMA) is the nodal agency responsible for disaster preparedness, mitigation, response, recovery, and resilience building in Odisha. Given the state's high vulnerability to cyclones, floods, heatwaves, lightning, and other hazards, timely and credible communication with citizens is critical to minimizing disaster risks and protecting lives. OSDMA's mandate includes promoting disaster preparedness, awareness, and coordination among stakeholder.

OSDMA is also entrusted with the responsibility of to act as a repository of information concerning disasters and disaster management. Prepare and update the policies and plans for disaster management in the State. Promote or cause to be promoted awareness and preparedness, advise and train the community and stakeholders with a view to increasing capacity of the community and stakeholders to deal with potential disasters.

Engaging a specialized agency will enable OSDMA to leverage professional expertise, advanced digital tools, creative content development, data analytics, and real-time communication, thereby improving public outreach, enhancing disaster preparedness, and strengthening the resilience of communities across Odisha. OSDMA intends to engage a professionally competent agency to manage its social media presence and undertake integrated public awareness and media campaigns through digital, print, outdoor, audio-visual, electronic, community and other appropriate media.

The Office of the Special Relief Commissioner (SRC), Government of Odisha is the State's key institutional mechanism for disaster management, emergency response, relief, rehabilitation and coordination during natural and other notified disasters. The Office of the SRC functions under the Revenue & Disaster Management Department, Government of Odisha. It is headed by the Special Relief Commissioner, who exercises administrative and financial powers in relation to disaster management and coordinates the State's response to disasters. The State Emergency Operations Centre (SEOC) functions under the administrative and supervisory control of the SRC and serves as the State-level hub for monitoring disasters, collecting information, coordinating response and disseminating alerts and situation updates.

2. Objective

The broad objective of this assignment is to develop & execute the marketing and promotion of the Department's activities to create awareness within general public, beneficiaries and citizens. Create awareness about disaster preparedness, measures, and Services amongst masses. Increase public participation in governance. disaster preparedness, awareness, and coordination among stakeholders

A Media & Communications strategy is essential to regularly convey information about the interventions under OSDMA & other Government stakeholders like ULB's and create awareness, through direct and indirect engagement. In order to formulate a Media & Communications strategy and to implement a Media Campaign activity, services of an agency is required, initially for a period of two year. This will involve tasks as mentioned under but will not be limited to these only.

The principal objectives are to:

1. build a coherent and credible public communication identity for OSDMA;
2. improve the reach, visibility and effectiveness of disaster-related messages;
3. maintain active, informative and responsive official social media channels;
4. produce high-quality communication material in Odia, English and, wherever required, Hindi or other languages;
5. design hazard-specific and audience-specific public awareness campaigns;
6. support emergency and crisis communication;
7. improve public engagement using data-driven communication strategies;
8. document and disseminate OSDMA's programmes, initiatives and good practices;
9. develop reusable communication assets and institutional knowledge repositories; and measure campaign effectiveness through defined performance indicators
10. **Digital Performance and Online Reputation Management** – Regularly posting on the social media channels of the Department (Facebook, X, Instagram and YouTube) on the basis of the IEC Campaign/Program Specific Campaign, other Department events, meetings and news.

3. Scope of Services

3.1 SCOPE OF WORK FOR PREPARATION OF AUDIO VISUALS FOR VARIOUS EVENTS AND SOCIAL MEDIA HANDLES

- i. The Agency shall engage team of professionals including cameraman, director, script writer, voice artist, audio visual editor as required to make high quality, scenic and aesthetically beautiful Audio Visual of various, events, exhibitions, government initiatives, welfare activities & festivals, culture etc. (as and when required)
- ii. The Agency shall shoot, edit, and make the output of minimum such numbers of audiovisual reels in a year with duration of 60/90/120 seconds (per Audio Visual) in English and Odia language as instructed by the Authority from time to time.
- iii. The professionals engaged by the Agency may be required to take nighttime shoots also as and when required as directed by the Authority.
- iv. The agency shall arrange for the following equipment as per requirement.
 - a) Full frame cameras like Nikon D750, Canon 6D, GoPro etc.
 - b) Extensive range of lenses from 8mm to 300mm
 - c) Lights
 - d) Drones, which can shoot 4K visuals like DJI Mavic Air, Mavic Pro etc
- v. The agency shall be required to provide its services in the below Audio-Visual categories:
 - a) Cinematic films with Voice Over (VO) /background music/ supers
 - b) Short edits with Voice Over (VO)/background music / supers
 - c) Event/Festivals highlights
 - d) Documentary
- vi. The Agency shall prepare the script for the audio visual based on requirement shared by the Authority. The script for shall be approved by key contact of the Authority, before preparation of the Audio Visual.

- vii. The agency shall carryout all Post production including colour correction.
- viii. Authority shall inform the Agency at least 12 hours prior for any required services of short audio visual. However, for exceptional occasion/situations, the Authority may inform at a shorter notice.
- ix. The Agency shall submit the product in digital format through email/pen drive to the key contact of the Authority as follows:
 - a) Edited HD/4k, short audio visual within timelines fixed by with the Authority
 - b) Raw footage of audio visual if required by the Authority on monthly basis
- x. For events which are completed before 12 PM, the ready to use output of the Audio Visual shall be submitted by the Agency to the key contact of the Authority on the same day. For events completed post 12 PM, the edited Audio Visual shall be submitted within 24 hours.
- xi. The Agency shall arrange for transportation of its professionals if required, at its own cost.

3.2 SCOPE OF WORK FOR MEDIA COMMUNICATION, SOCIAL MEDIA MANAGEMENT AND IEC ACTIVITIES:

A. Communication Strategy and Planning

The agency shall:

- i. undertake an inception-stage assessment of Office of Special Relief Commissioner and OSDMA's existing communication systems, digital platforms, audiences and content;
- ii. prepare a comprehensive communication and social media strategy for the contract period;
- iii. identify target audiences, including rural communities, urban residents, women, children, elderly persons, persons with disabilities, fishermen, farmers, tourists, volunteers, local authorities, media professionals and other stakeholders;
- iv. develop annual, quarterly and monthly communication calendars;
- v. prepare hazard-wise and season-wise communication plans;
- vi. advise OSDMA on appropriate communication channels and media mix;
- vii. develop standard communication protocols for normal periods, disaster alerts and emergency situations;
- viii. develop a crisis communication and misinformation-response protocol;
- ix. ensure consistency with OSDMA's mandate, Government communication policies and approved messaging; and
- x. periodically revise the strategy based on analytics, public response and emerging requirements

B. Performance Marketing

- i. Preparing of Communication, Branding, Promotion, Advertising strategy and implementation plan
- ii. Develop and execute paid digital marketing campaigns across platforms including Meta (Facebook & Instagram), X, and YouTube.
- iii. Optimize ad performance focusing on reach, engagement, lead generation, and conversion.
- iv. Conduct A/B testing for creatives, messaging, and targeting to maximize ROI.

- v. Provide monthly performance analytics and insights, including cost-per-click (CPC), cost-per-lead (CPL), and return on ad spend (ROAS).

C. SEO Management

- i. Conduct comprehensive keyword research aligned with brand objectives.
- ii. Optimize website content, meta tags, titles, and descriptions for improved ranking and visibility.
- iii. Monitor and enhance organic traffic performance using analytics tools.
- iv. Develop monthly SEO reports covering keyword rankings, backlinks, and technical SEO health.

D. Online Response and Reputation Management (ORM)

- i. Monitor brand mentions, feedback, and sentiment across digital and social media channels.
- ii. Handle real-time responses to customer queries, complaints, and feedback in coordination with client teams.
- iii. Develop escalation and resolution workflow to address critical issues and negative mentions.
- iv. Rumour management by real time tracking tools, reply with facts and effective communication.
- v. Maintain monthly ORM sentiment reports and recommend reputation enhancement strategies

E. Social Media Management

- i. Creation & Maintenance of Social Media Platforms: The Agency shall create and subsequently maintain Social Media Platform for Department including but not limited to, Facebook Page, X Profile, YouTube Channel and Instagram.
- ii. Creation, adaptation, scheduling and publication of approved content.
- iii. Social media team shall be constantly in touch with the officers and staff at department, districts and sub-district levels and shall provide updates on emergency warning, casualty, damage, relief announcement and coordinate with OSDMA officers for factual verification and approval. No post shall be published without approval from the authorized officer of Office of Special Relief Commissioner and OSDMA.
- iv. preparation of platform-specific captions, hashtags and metadata;
- v. creation of graphics, infographics, reels, animations, short videos, stories and other digital content;
- vi. live coverage of meetings, exercises, campaigns, workshops and events;
- vii. New Look: Give all Social Media Platforms a new look every week by putting up new creative features, theme lines, links etc.
- viii. Updates: Daily informative and promotional updates in the form of relevant text, pictures, audio, unique & interactive content, interviews, news etc.
- ix. Press & Multimedia Releases: Publishing online press and Multimedia releases on websites and social media platforms
- x. moderation of comments and messages according to an approved response protocol;
- xi. identification and escalation of sensitive, misleading or harmful content;
- xii. tracking of relevant trends, keywords, hashtags and public conversations;

- xiii. social listening and sentiment analysis;
- xiv. maintenance of a repository of published content and source files;
- xv. preparation of weekly, monthly, quarterly and annual analytics reports;
- xvi. recommendation of measures to improve reach, engagement and public utility;
- xvii. account verification, security support and platform compliance;
- xviii. support for restoration or recovery of compromised accounts;
- xix. compliance with accessibility standards, including captions, subtitles, alt-text and readable design; and
- xx. round-the-clock support during disasters or emergencies whenever activated by OSDMA
- xxi. Publicity: Publicize all events as suggested by the Authority / Representative, using these social media platforms.
- xxii. Creative content generation: Recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, story board etc. design on subject of Government schemes and programs and policies etc. The experts are also expected to make e-books, electronic version of other books and manage the graphic content of the website as and when required by the Authority.
- xxiii. Uploading of repackaged and creative content on various social media platforms such as X, Facebook, and YouTube etc.
- xxiv. Query Management: All queries received on all platforms which need not require inputs from the Authority must be replied to within 12 hours and all queries should be answered within 24 hours.
- xxv. Gate Keeping: Moderation of all platforms with a frequency of 6 times a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.
- xxvi. Media Tracking: Use a good industry standard monitoring tool for analyzing comments/ remarks about the Authority & other schemes in various media like newspapers, magazines, blogs, social media platforms etc.
- xxvii. Tagging: Create relevant tagging & linkages of content on all platforms.
- xxviii. Neutralization of negative stories and propagating positive narratives of the Government of Odisha in OSDMA
- xxix. Facts check on Social Media Posts nullifying false information.
- xxx. To take steps for enhancement of followership in Department Social Media handles
- xxxi. Agency would be responsible for enhancement of the reach of the messages and other schemes of Government on various social media platforms through non-paid means so that the content would reach to the last mile on internet domain on real time basis. The agency should have capability to multiply the reach of content and promote content organically on various social media platforms.
- xxxii. The agency should be able to develop interesting and innovative content, campaigns, so as to have proper communication strategy for various social media platforms to enhance the reach of content in real time basis.
- xxxiii. Agency would also be responsible for advertising of the Authority & various schemes, acts and related activities on the social media platforms.

- xxxiv. Storage of Content (social media): Storage of raw footage/ content and processed content in digital formats for the purpose of archiving will be the responsibility of the Agency. The archived content should be available for at least 3 years.
- xxxv. All Photographs and creative content shall be the property of the Authority and shall be handed over to the Authority as and when required.
- xxxvi. Overall Impact Assessment: The selected agency will be responsible for conducting impact assessment from time to time to understand the response from citizens against various promotional activities. This may require primary research activities as well by physically conducting surveys of citizens. This activity will form the basis for revising the media plan if required. Further the selected agency shall take all the necessary actions emerging from the impact assessment exercise.
- xxxvii. The IEC Materials for all above formats are required to be made in Odia, English as per Requirement
- xxxviii. Conceptualize and design IEC materials for dissemination of information through social media and innovative mediums like web pages, internet, and mobile telephone and for interpersonal communication.
- xxxix. Conceptualize, design and other press work for the IEC print materials like brochures, booklets, primers, guidelines, folders, leaflets, posters, calendars, annual reports etc.
 - xl. Conceptualize and design including writing of copy of the press advertisements, curtain raisers, briefs, Press Releases, Articles for magazines & newspapers, Newsletters, Reports, Testimonials, on various activities/ events.
 - xli. Making the uploaded content viral/ virility of content:
 - a) Agency would be responsible to make the content appealing, with potential to go viral on the internet and other social media sites. This will make the awareness content to reach on various social media platforms to the last mile on internet domain in real time basis.
 - b) The agency should have capability to multiply the reach of content and promote content and make it viral, following fair and legitimate methods.
 - c) Research Activities: The agency will in addition carry out research related activities either directly or sub-contract it to a research Agency. These activities will include Baseline studies, media habits studies, pre-test, effects after release, monitoring of communication campaign, concurrent tracking studies etc. Third party costs to be billed on actual and advances, if any
 - xlii. All above is to be done without any infringement of Intellectual Property Rights (IPR).
 - xliii. Quality writing skills in both Odia and English to be ensured in such activities.
- xliv. **All the posts through social media platform shall be done with due approval from the Authority**

F. Podcast

Integrating podcasts into the social media strategy will help share vital safety knowledge, build community resilience, and document the state's globally recognized disaster preparedness. Content and strategy like Expert talks, Micro-podcasts, Survivor stories etc.

G. Road Shows

Arrange Communication, promotion & Advertising through road shows as and when required by use of branded and decorated Caravans with AV (Audio-Visual), IEC materials (flyers/ leaflets, danglers, posters, stickers, standee etc.), adequate power backup and folk troupe arrangements.

H. Radio:

Despite rapid developments in communication technologies in the last few decades, radio broadcasting is one of the most cost-effective ways to reach diverse audiences. To enhance visibility of Government Scheme, Radio Campaigns are planned to be undertaken on AIR, community Radio, and private FM Channels. The selected agency will be responsible for conceptualizing, creating and media planning and buying support (if required) in the release of radio jingles and theme songs. Managing Director, OSDMA will approve the creative and the media plan plus buying proposed by the selected agency.

I. Television:

An essential part of everyday life today, television is one of the most powerful tools in communicating messages to the masses. Shrinking the world into one place, this visual medium with the dynamic combination of sight, sound and action makes it easy to reach specific target audience through a whole host of channels on an immediate basis. The selected agency will be responsible to conceptualizing, creating, and media planning & buying support (if required) in the production cum release the components of TV campaign as given below. All TV campaign creative must be developed through fresh shoot. Managing Director, OSDMA will approve the creative and the media plan and media buying proposed by the selected agency.

J. Photography & Videography

The agency shall, whenever assigned:

1. provide professional photography and videography;
2. cover field visits, disasters, exercises, training programmes and events;
3. undertake drone photography or videography subject to statutory permissions;
4. produce edited films, documentaries, interviews and success stories;
5. maintain date-wise and subject-wise digital archives;
6. provide original footage, raw files and edited versions to OSDMA;
7. obtain consent and releases wherever required; and comply with safety, privacy and dignity considerations while documenting affected populations

K. Outdoor Banners on frame

The quantity of banners may be communicated to the agency through work order, but the agency has to quote the Square feet rate for printing of high quality flex banner. The preferable dimensions for the banners shall be 20'x10' (the dimensions of the banner and frame may vary as per requirement). The Agency shall also include the cost of Framing, Installation and Transportation.

L. Print Media Advertisement

The agency is required to develop creatives/ designs for print media (newspaper) advertisement and a release plan based on the schedule prepared by the Authority.

M. Mobile/cell phone Based Promotional Advertisement

The agency may require to facilitate promotion of the message related to the Scheme through mobile/cell phone platform in the form of following formats;

- Bulk messages/ SMS/ Email
- IVRS (Interactive Voice Response System)
- Caller-tune

N. Manpower Requirement and Office Set-up

- Three (03) persons (Project Leader/ Digital Media Expert, Communication Specialist / Social Media Executive, Content Writer-cum-Graphic Designer) shall be stationed at the OSDMA for day to day coordination during working hours and also during the emergent exigencies. Even before and after the working hour or during weekend and holidays.
- Also, the Agency shall engage adequate experienced off-site support team for on-time delivery of the activities outlined in the Scope of work. The team to work beyond their working hours and days if Authority desires so, considering the work load and deadline to complete the assigned work.
- Key Professionals Involved (CV to be submitted as per **Tech-9**). Qualifications, experience, roles and responsibilities have been mentioned in **Appendix-1** of the ToR. OSDMA reserves the right to verify qualifications, experience and employment records
 - i. Project Leader/ Digital Media Expert
 - ii. Communication Specialist / Social Media Executive
 - iii. Content Writer-cum-Graphic Designer
- The logistic requirements like vehicle, Laptop, digital camera, digital camcorder, Drone Camera (as & when required) tripods, Gimbal, voice recorder, Mac VGA connector cables, SD card readers etc. to be arranged by the agency.

O. Public Relations and Media Coordination

The agency may be required to:

1. prepare press releases, media kits, backgrounders and FAQs;
2. support press conferences, media briefings and familiarisation programmes;
3. maintain an updated database of media organisations and journalists;
4. coordinate dissemination of approved information;
5. monitor print, television, radio and digital media coverage;
6. prepare daily or event-specific media digests;
7. identify inaccurate reporting and prepare factual clarifications;
8. facilitate expert interviews and feature stories with prior approval; and
9. assess the reach and tone of media coverage.

The agency shall not independently communicate with the media on behalf of OSDMA without authorisation.

P. Emergency Communication Support

During a cyclone, flood, heatwave, lightning event or other emergency, the agency shall:

1. activate a 24×7 communication support arrangement when directed;
2. deploy additional personnel at OSDMA or the State Emergency Operation Centre;
3. rapidly convert technical advisories into clear public messages;
4. prepare multilingual and platform-specific alerts;
5. undertake real-time social media monitoring;
6. identify rumours, misinformation and public concerns;
7. promptly escalate critical issues to authorised officers;
8. publish approved corrections and clarifications;
9. coordinate dissemination across platforms; and
10. prepare a post-event communication report.

Emergency messages shall be based solely on information approved by OSDMA, the Special Relief Commissioner, India Meteorological Department or another competent authority.

Q. Capacity Building

The agency shall conduct periodic orientation and capacity-building sessions for OSDMA officers and identified district or departmental officials on:

- social media use;
- content planning;
- crisis communication;
- media interaction;
- misinformation management;
- photography and documentation;
- accessibility;
- analytics; and
- digital security.

At least **four capacity-building sessions per contract year** shall be included in the annual professional fee.

R. Media Planning and Buying

1. prepare media plans based on target audience, geography, hazard and campaign objective;
2. recommend the most effective media mix;
3. obtain competitive rates or utilise applicable Government-approved rates;
4. transparently disclose media rates, discounts, commissions, incentives and rebates;
5. release advertisements only after written approval;
6. ensure correct placement, timing, frequency, language and geography;
7. submit publication certificates, telecast/broadcast logs, screenshots, geo-tagged photographs and other proof;
8. reconcile actual expenditure against the approved media plan;
9. pass on all discounts, rebates, credits and incentives to OSDMA; and
10. ensure that media-buying expenditure is not marked up except for the separately quoted and accepted agency/service fee.

OSDMA may directly release advertisements through empanelled agencies or Government channels. In such cases, the selected agency shall provide media planning, creative and coordination support without claiming any media commission unless specifically approved.

S. Media Campaigns-

Innovative Campaigns: The Agency is required to conceptualize periodic innovative campaigns to propagate the vision/efforts/ initiatives/achievements of the OSDMA and Office of the Special Relief Commissioner aligned with priorities under 'Vikshit Odisha' on social media.

The agency shall conceptualise and prepare a plan to execute media campaigns on subjects identified by OSDMA, which may include:

- cyclone preparedness;
- flood safety;
- lightning safety;
- Tsunami awareness and safety programs/Tsunami Preparedness programs
- Drought Management
- heatwave and sunstroke prevention;
- drowning prevention;

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- snakebite prevention;
- landslide risk reduction;
- earthquake safety;
- fire and industrial safety;
- school and hospital safety;
- disaster-resilient infrastructure;
- community-based disaster management;
- early warning dissemination;
- volunteer mobilisation;
- mock exercises and capacity building;
- observance of Disaster Preparedness Day and National Disaster Management Day;
- achievements, schemes and initiatives of OSDMA; and
- any emerging hazard or disaster-related issue.

For each campaign, the agency shall:

- i. undertake audience and issue analysis;
- ii. develop the campaign concept, creative route and key messages;
- iii. prepare a detailed campaign plan;
- iv. propose the media mix, geography, audience, duration and expected reach;
- v. prepare creatives and prototypes;
- vi. develop a detailed cost estimate based on accepted rates;
- vii. support in executing the campaign after its approval from the authority;
- viii. coordinate with media houses, vendors, influencers, production agencies and field partners;
- ix. monitor delivery, placement, reach and quality;
- x. maintain supporting records and proof of execution;
- xi. submit utilisation and performance reports; and
- xii. conduct post-campaign analysis.

4. Key Deliverables

- i. The Social Media team with approval of competent / appropriate authority would post on relevant matters on social media on daily basis.
- ii. The post would contain Graphics/info Graphics/Photos etc.
- iii. The Team would shoot video reels/audio visual content/interviews and post in social media.
- iv. The team would give a monthly report of deliverable along with payment invoice.

Sl. No.	Key Deliverables	KPIs
1.	Monthly content calendar	Submitted seven days before commencement of month
2.	Routine social media content	- Minimum 40 original posts/content units per month across platforms, excluding adaptations. - May increase in case of emergencies
3.	Create and publish a minimum of 60 posts per month , covering: Organizational achievements and initiatives	Minimum of 60 posts per month in total. However, it shall increase depending upon the quantum projects being taken up.

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	- Government events and observances - Awareness campaigns - Events, works and projects being carried out at various districts	Out of 60 posts, atleast 40 posts shall be related to the works and awareness initiatives of OSDMA at various Districts
4.	Initiative/scheme specific campaign and execution:	1 st draft in 2 weeks of intimation Final Report (including annual work plan) in 2 weeks Design of all collaterals proposed in the Campaigns should be provided to the Department 15 days in advance.
5.	Monthly tasks assigned by the OSDMA <i>*Tentative quantum of work defined in below (10% variation could be there)</i>	Monthly target given by OSDMA and Department
6.	Improving the engagement on Social Media Channels organically	Social Media Post within 12 hrs. of intimation from OSDMA and prompt response to the replies/comments on the posts within 12 hours
7.	Short-form videos/reels	Minimum 8 per month
8.	Infographics/carousels	Minimum 8 per month
9.	Monthly analytics report	By seventh day of following month
10.	Routine revision	Within one working day
11.	Urgent revision	Within two hours
12.	Emergency creative	First draft within 30–60 minutes, depending on complexity
13.	Monitoring during normal period	During working hours and scheduled periods
14.	Monitoring during activated emergency	24×7
15.	Response to critical issue	Immediate escalation and within 15 minutes of detection
16.	Event coverage	Real-time or as directed
17.	Content archive	Updated continuously

Note : The photographs/ video/ reels forming part of the routine posts as mentioned above shall be in the scope of the Agency for the retainership portion (Part 1: Lumpsum/ Fixed cost). The Agency shall not charge any extra costs as per the BoQ (Part 2: Variable Costs) for this routine work of photographs/ video/ reels as part of daily posts.

5. Data Security and Prevention of Fraud

The agency will undertake that all process and standards are being followed to ensure that the data is secure and is immune to any fraudulent activity.

6. Legal matter, including copy-right of content.

Agency will have the responsibility of ensuring that all content featured/published on the basis of this assignment is free of legal encumbrances including of copy-right issues. Authority will not have any responsibility in this matter.

7. Payment Schedule

7.1 Payment for Preparation of Audio Visuals/ Photography

The Service Provider shall raise monthly bills for the services provided in within a particular month and such bills should be submitted to the Nodal Officer within the 7th day of the subsequent month, failing which they may be processed by the Authority only in the next month.

The invoices/ bills submitted by the Service Provider should be accompanied by the certification of the officer concerned from the Authority side/ designated key contact, confirming that the services have been delivered and the respective deliverables have been submitted in the time period as per the directions of the Authority. The payment shall be on monthly basis for the acceptance of the Audio visuals by the key contact of the Authority.

7.2 Payment for Content Creation, Social Media Management and IEC Activities:

The payment will be made on monthly basis subject to the submission of correct and complete invoice along with supporting by the service provider. The service provider will raise its invoice on monthly basis at contracted rate to the Authority by 1st week of next month.

On receipt of the statement of claim, the Authority shall study the correctness and completeness of the claim and supporting documents. All adjustments on the ground of penalty or short performance shall be calculated and recorded properly. The concerned section/ cell shall complete the verification in 7 working days and issue a deficiency note, if any to the service provider. On receipt of the same, the service provider shall revert rectifying the deficiencies and submit the final claim the Authority.

The payment shall be released by then Authority to the Agency within 15 days after receipt of activity-based part bill along with relevant documentation subject to Authority approval.

The selected agency will be required to submit the invoice post completion of the assignments successfully as per the agreed strategy plan or otherwise as the case may be. The rates would be used as per commercials quoted by the selected agency to arrive at the costing of the assignment under the agreed strategy plan and payments. Post completion of each assignment under this engagement, the Authority will assess the delivery for the approval to selected agency.

Note : The photographs/ video/ reels forming part of the routine posts as mentioned above shall be in the scope of the Agency for the retainership portion (Part 1: Lumpsum/ Fixed cost). The Agency shall not charge any extra costs as per the BoQ (Part 2: Variable Costs) for this routine work of photographs/ video/ reels as part of daily posts.

8. Escalation

The cost are fixed for first Two (02) years. The Manpower cost shall be escalated by 5% per annum from 3rd year onwards paid to the Agency for the immediately preceding year if extension is given.

9. Performance Review and Reporting

The Agency's performance would be reviewed and monitored through the report submitted every month for the assignments taken up as per the instructions of the Authority and the manpower deployed. Actions related to reporting shall be viewed as a major indicator of performance of the Agency.

The performance of the Agency's Team shall be considered complete in every month only upon timely submission of report of the work carried out with due approval of the nodal officer and the report on the number of days attended by the deployed manpower. The Report shall contain the problems encountered & solutions undertaken thereon and recommendations for future.

The agency shall establish a performance dashboard and report on the following:

1. content output;
2. audience growth;
3. reach and impressions;
4. engagement rate;
5. video views and completion rates;
6. link clicks and website referrals;
7. geographic and demographic reach, where available;
8. sentiment and public feedback;
9. response time;
10. campaign reach and frequency;
11. media coverage;
12. cost per reach, view, engagement or conversion;
13. achievement against campaign KPIs; and
14. recommendations for improvement

Any correction/ modification/ alteration suggested by the Authority shall be done promptly by the Agency and reported to the Authority within the time limit as set by the Authority.

A draft Reporting Format shall be prepared by the Agency and shall be finalized in consultation with the Authority.

Reports shall include:

Sl.No.	Report	Timeline
1.	Inception report	Within 15 days of commencement
2.	Communication strategy	Within 30 days
3.	Monthly content calendar	At least seven days before the month
4.	Weekly activity report	First working day of following week
5.	Monthly performance report	Within seven days of following month
6.	Quarterly strategic review	Within 15 days of quarter-end
7.	Campaign completion report	Within 15 days of campaign completion
8.	Annual performance report	Within 30 days of year-end
9.	Contract completion report	Within 30 days of completion

10. Period of Services

The contract shall be for a period of 02 (two) years from the effective date of the contract. The effective date of the contract shall be from the date of signing of the agreement. However, the contract shall be renewed for

another year at the sole discretion of the Authority and depending upon the satisfactory performance of the Agency. Authority reserves the right to undertake the evaluation of the progress of work of the Agency during the last quarter/month of each year of the contract period. If performance is satisfactory, Authority may extend the contract for further period on mutually terms & conditions, subject to review of performance on each occasion.

11. Facilities not to be provided by the Authority:

Attention is drawn to the following items which are to be arranged by the Agency at his own cost.

- a. Transportation of the manpower deployed in the field for undertaking various activities as per the scope of the RFP will be the responsibility of the Agency.
- b. The Agency shall be responsible for making its own arrangements for the repair and maintenance and upkeep of all the equipment used for delivering various assignments during the contract period.

12. Travel Expenses

During the course of the contract period, Personnel as deployed at OSDMA may need to for purpose of various assignments across the state, SOP for the same shall be finalized at the time of the execution of the Agreement with the selected Agency.

13. Any other related information, which is necessary to be furnished to all the bidders.

- i. Performance Clause

Agency shall be expected to fully comply with all the provisions of the 'Terms of Reference'. OSDMA shall evaluate the performance of the Agency based on the quality of the services rendered as well as feedback received by the officials concerned at the Department. The decision of the OSDMA shall be binding in this regard. Failure of the Agency in any aspect of notification of OSDMA of any major faults and non-adherence to the provision of T o R and non-adherence to the time schedule prescribed under T o R shall amount to non-performance.

- ii. Performance Security

The Agency shall submit a Performance Guarantee for an amount equal to 10% of the value of the Contract in the form of a Bank Guarantee from Nationalized / Scheduled Commercial bank having its local branch offices in Bhubaneswar. The Performance Guarantee shall be valid for 3 months beyond the contract period and shall be returned after the completion of the said period.

- iii. Social Media Performance Monitoring Committee of OSDMA

OSDMA will constitute a Social Media Performance Monitoring Committee to review the performance of the agency in every month and the review report to be submitted before the Managing Director, OSDMA.

14. Service Level and Penalty

- a. Service Level Penalty

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Delays in the Selected Agency's performance: Performance of the services shall be made by a selected agency in accordance with the service levels as specified in below table:

Sl. No.	Service Level	Expected Service Level	Penalty level in case of Default
1.	Deployment of all personnel for project after signing the contract or any subsequent requirement from the Authority during the contract period	• 2-3 weeks for Communication Strategy Expert • 1-2 weeks for other team members	5% of Monthly Payment Due Only in the succeeding month.

Replacement will be allowed in case any of the following holds true for the personnel.

- i. Resignation and Medical emergency of personnel subject to furnishing of appropriate relieving certificate to the Authority.
- ii. Any unavoidable circumstance with appropriate reasons provided in writing and agreed by the Authority.

Sl. No.	Service Level	Expected Service Level	Penalty level in case of Default
1.	Replacement of Personnel on resignation/ medical emergencies (including death)	a. Resignation: Alternate CV must be submitted before 1 month in case of resignation including minimum 2 weeks of handover time. Medical Reason (including death) : Alternate CV must be submitted within 2 weeks from the date of event. b. Replacement CV to meet the required criteria	5% of Monthly Payment Due only in the succeeding month (Above penalty will be levied if the replaced personnel will not report at OSDMA after 3 weeks from the date of acceptance/ approval of CV by the Authority.
2.	Replacement of personnel at request of the Authority due to non-performance of resource	Maximum 3 weeks from date of intimation by the Authority, including Minimum 2 weeks of Handover time. Replacement CV to meet the required criteria of RFP	5% of monthly payment due only the succeeding month. Note: above penalty will be levied if the personnel will not report at OSDMA after 3 weeks from the date of acceptance/ approval of CV by the Authority
3.	Replacement of personnel at the request of the Selected Agency	No replacement within 6 Months Maximum 1 replacement within a year, with minimum 2 weeks of handover time	5% of monthly payment due only in the succeeding month

4.	Deployment of only those candidates that have been approved by the Authority	No changes shall be made within 6 months from starting of the project unless specifically asked for by Competent Authority	Upto 5% of the contract value of the Selected Agency or as it may seem appropriate.
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b. Other Service Level Penalties

	Default	Penalty level in case of Default
1.	Delay in monthly content calendar	₹2,000 per day
2.	Delay in routine approved deliverable	0.5% of relevant work-order value per day, subject to 10%
3.	Failure to provide emergency support	₹10,000 per incident or higher based on impact
4.	Unauthorised post or release	₹25,000 per incident, without prejudice to termination
5.	Factual or language error causing reputational risk	₹5,000–₹25,000 per incident
6.	Failure to submit report	₹1,000 per day
7.	Failure to maintain content archive	₹3,000 per instance/month
8.	Data or credential-security negligence	Recovery of actual loss and other contractual action

c. Calculation of Penalties:

- In situation, where the Selected Agency has incurred a Penalty of equal to or more than Ten (10) % for Three (3) consecutive months at any time during the Contract Period, Authority reserves the right to either invoke the termination Clause or terminate the Contract.
- Authority also reserves the right to invoke the Performance Security furnished by the Selected Agency at the time of signing the Contract with the, if for any reason stated in the Contract document, the Contract of the Selected Agency shall be terminated.
- Total Penalty shall be capped subject to 10% of the Monthly total payments at any time of the Contract. In such situation where the total penalty exceeds the above limit of 10% of the Monthly payments at any time during the Contract, Authority may terminate the Contract.

d. Service Levels Change Control

- It is acknowledged that the Service Levels may change as the roles and responsibilities evolve over the course of the Contract period. Any changes to the Service Level provided during the term of the Contract between OSDMA and the Selected Agency, as defined above, documented, and negotiated in good faith by the Selected Agency. Change in Service Level can be requested by either party.
- Upon receiving any revised requirement in writing from OSDMA, the Selected Agency would discuss the matter with the OSDMA for better understanding and requirement.
- In case such requirement arises from the side of the Selected Agency, it would communicate in writing the matter to OSDMA as well as discuss the matter giving reasons thereof.

- In either of the two cases as explained above, both the parties will discuss on the revised requirement for better understanding and to mutually decide whether such requirement constitutes a change in Service Levels or not.
- If it is mutually agreed that such requirement constitutes a “Change in Service Levels” then a new Service Level Agreement will be prepared and signed by the Selected Agency and to confirm a “Change in Service Level” and will be documented as an addendum to this Contract. In case, mutual Agreement is not reached, then the Selected Agency shall continue providing Services under the current Service Levels as defined in the contract.

15. Intellectual Property Rights

- i. All content, concepts, designs, source files, photographs, footage, animations, scripts, data, reports, campaign identities and other material created under the contract shall belong exclusively to OSDMA upon payment.
- ii. The agency shall provide editable/open/source files in formats specified by OSDMA.
- iii. OSDMA shall have perpetual, worldwide, royalty-free rights to use, reproduce, modify, translate, publish and distribute such material.
- iv. The agency shall not reuse, sell, license, publish or display the material without written approval.
- v. The agency shall ensure that third-party material is properly licensed.
- vi. The agency shall indemnify OSDMA against copyright, trademark, personality-right or other intellectual property claims.
- vii. Use of artificial-intelligence tools shall not dilute OSDMA’s ownership or introduce third-party restrictions.
- viii. AI-generated or AI-assisted material shall be reviewed for accuracy, bias, copyright risk and authenticity and shall be disclosed when directed.
- ix. The Agency may utilize Artificial Intelligence (AI) tools for ideation, drafting, design and content optimization. However, all AI-generated or AI-assisted content shall be subject to human curation, fact-checking, and editorial vetting prior to publication on any official social media handles. The Agency shall ensure that such content is accurate, contextually appropriate and free from bias or misinformation.
- x. The Agency shall be solely responsible for the authenticity, originality, and quality of all content published. Any errors, misrepresentation, copyright/Intellectual Property Rights violations, or reputational risks arising from the use of AI-generated content shall be attributable to the Agency.

16. Data Security, Account Security and Confidentiality

The agency shall:

- i. treat all unpublished information as confidential;
- ii. execute confidentiality and non-disclosure undertakings;
- iii. use official credentials only for authorised purposes;
- iv. implement multi-factor authentication;
- v. maintain controlled, role-based access;

- vi. not share passwords through insecure channels;
- vii. maintain access logs and credential registers;
- viii. immediately report suspected compromise;
- ix. comply with applicable cyber-security and data-protection requirements;
- x. not store confidential information on unauthorised personal devices or cloud services;
- xi. return or delete data on completion or termination; and
- xii. ensure that all personnel and subcontractors comply with these obligations.

Ownership and administrative control of social media accounts shall remain with OSDMA. Credentials shall be held and controlled through an arrangement approved by OSDMA.

17. Misinformation, Ethics and Responsible Communication

The agency shall ensure that communication:

- i. is factually accurate and verified;
- ii. does not create panic;
- iii. respects the dignity and privacy of disaster-affected persons;
- iv. does not disclose sensitive personal information;
- v. is non-discriminatory and culturally appropriate;
- vi. avoids sensationalism;
- vii. does not publish unverified casualty or damage figures;
- viii. clearly distinguishes official advice from general information;
- ix. complies with election-related restrictions and applicable codes; and
- x. follows Government instructions on use of symbols, photographs and official identities.

The agency shall not engage influencers, celebrities or third parties without written approval and completion of necessary due diligence.

18. Use of Artificial Intelligence

The agency may use AI-assisted tools only subject to the following:

- i. no confidential OSDMA information shall be uploaded to public AI tools;
- ii. AI output shall be independently fact-checked and edited;
- iii. no synthetic voice, image or video of a public official shall be produced without specific approval;
- iv. AI-generated visual content shall not misrepresent actual disaster conditions;
- v. copyright and licensing risks shall be addressed;
- vi. OSDMA may require disclosure or labelling of AI-generated content; and the agency shall remain fully responsible for all AI-assisted outputs.

19. Documentation

19.1 Documentation of Disaster Management Activities

- Systematic photo and video documentation of OSDMA's preparedness, mitigation, response, relief, recovery and resilience-building activities.
- Documentation of field-level interventions, disaster response operations, evacuation, rescue preparedness, shelter management, community preparedness and other related activities.
- Before–during–after documentation of major interventions and projects.

19.2 Documentation of Events & Programmes

- Coverage of training programmes, workshops, seminars, conferences, mock drills, awareness programmes, meetings, exhibitions and other OSDMA events.
- Professional photography and videography of important events and field activities.
- Preparation of event highlights, photo stories, short videos and reels.

19.3 Disaster Awareness & IEC Campaigns

- Development and documentation of public awareness campaigns relating to **cyclones, floods, heatwaves, lightning, earthquakes, fire, tsunami and other hazards**.
- Creation of posters, infographics, animations, reels, short videos and other IEC materials.
- Dissemination of preparedness messages, do's and don'ts, early-warning information and citizen advisories through social media.

19.4 Project & Success Story Documentation

- Documentation of OSDMA projects, initiatives and innovations related to disaster resilience and risk reduction.
- Development of **success stories, case studies, impact stories and beneficiary stories**.
- Preparation of human-interest stories highlighting community resilience and the impact of OSDMA interventions.

19.5 Emergency & Real-Time Documentation

- Deployment of photography/videography teams during major disasters and emergency situations, as directed by OSDMA.
- Real-time documentation of response and preparedness activities, subject to safety and operational requirements.
- Development of verified and timely visual content for public communication during disaster situations.

19.6 Digital Archive & Documentation Repository

- Creation and maintenance of a structured digital archive of photographs, videos, graphics, campaign materials, event records and other digital assets.
- Classification of content by **disaster/event/project/date/district/activity**.
- Submission of original high-resolution photographs, raw video footage and edited content to OSDMA.
- Ensuring proper backup and preservation of digital records.

19.7 Reports & Documentation

- Preparation of monthly and quarterly social media and documentation reports.
- Compilation of major activities, campaigns, events, achievements and field interventions.
- Preparation of an **Annual Digital Documentation/Communication Report** highlighting OSDMA's major achievements and activities.
- Submission of analytics covering reach, engagement, impressions, views and other relevant performance indicators.

19.8 **Creative & Multimedia Production**

- Production of short films, documentaries, reels, motion graphics, animations, infographics and other multimedia content.
- Development of thematic content around disaster preparedness, resilience and community awareness.
- Editing and post-production of photographs and videos in accordance with OSDMA's communication requirements.

Qualifications, Experience and Responsibilities of Key Personnel

1. Project Leader/ Digital Media Expert

1.1 Minimum Qualifications

- a. MBA in Marketing or equivalent PG Diploma in Mass Communication
- b. Minimum 10 Years of Work Experience
- c. Minimum 5 years of experience of working with a government client.
- d. Proficiency in the Odia language, along with the ability to develop high-quality content in both Odia and English, shall be an essential criterion.

1.2 Experience Roles and Responsibilities

- a. Knowledge of Film /Video/TVC Productions, Direction, Script Writing & conceptualization will be preferred.
- b. Must be having exposure to stakeholder communication, reputation management, crisis management and understanding of finding key insights from government policies and its ability to create impact on citizens.
- c. Must be good at Client Servicing, Planning and build an effective, award winning team effective communication and create impact on state level or/and national level. Proficiency in Odia, English, ability to read & write is a must.
- d. Must be good at crafting strategies for all Marketing teams, including Digital, Advertising, Communications and Creative
- e. He/she should prepare and manage the monthly, quarterly and annual budget for the Marketing & Communication department.
- f. He/she should ensure the client's brand message is strong and consistent across all channels and marketing efforts (like events, email campaigns, web pages and promotional material).
- g. He/she should have handled Design branding, positioning and pricing strategies.

2. Communication Specialist/ Social Media Executive

2.1 Minimum Qualifications

PG Diploma in Branding or Communications/ communication, journalism, digital media, marketing
MBA (Marketing & Branding)

Proficiency in the Odia language, along with the ability to develop high-quality content in both Odia and English, shall be an essential criterion

2.2 Experience Roles and Responsibilities

- a. Develop and implement a comprehensive **social media strategy** in alignment with the department's goals and priorities.
- b. Identify target audiences and platforms (Facebook, X, Instagram, LinkedIn, YouTube, etc.) to maximize outreach.
- c. Integrate government schemes, campaigns, and initiatives into engaging digital content.

- d. Content Planning and Creation, Real-Time Updates and Coverage, Social Media Monitoring and Engagement, Crisis Communication Management, Trend Identification and Innovation, Collaboration with Internal and External Stakeholders

3. Content Writer-cum-Graphic Designer

3.1 Minimum Qualifications and Experience Roles and Responsibilities

Bachelor's degree in graphic design, Fine arts, or PG Diploma in Branding or Communications, At-least 3 years of relevant experience in designing, Print Media, storyboarding, Illustrations, Print Media & Logo Design in any reputable state/national level organization. Proficiency in Odia and English.

Proficiency in the Odia language, along with the ability to develop high-quality content in both Odia and English, shall be an essential criterion

3.2 Experience Roles and Responsibilities

- a. Developing concepts, graphics and layouts for product illustrations, Infographics, and websites.
- b. Working with team members, briefing, and advising them regarding design style, format, print production and timescales.
- c. Work with a wide range of media and use graphic design software
- d. Develop new design concepts, graphics, and layouts.
- e. Developing concepts, graphics, and layouts for Content on knowledge and awareness.

SECTION : 4

TECHNICAL PROPOSAL SUBMISSION FORMS

TECH -1

COVERING LETTER

(ON BIDDER'S LETTER HEAD)

[Location, Date]

To,

The Managing Director,

Odisha State Disaster Management Authority (OSDMA),

9th floor of Rajiv Bhawan, Unit 5,

Bhubaneswar, Odisha, 751001

**Subject: Selection of an Agency for Management of Media Campaigns and Social Media
Platforms of Odisha State Disaster Management Authority**

Dear Sir,

1. With reference to your RFP document no. _____, dated _____, I/We, having examined the RFP Documents and understood their contents, hereby submit my/our proposal for the aforesaid Project. The Proposal is unconditional and unqualified.
2. I acknowledge that the Authority will be relying on the information provided in the Proposal and the documents accompanying the proposal for selection of the Agency for the aforesaid Project, and we certify that all information provided in the proposal and its Annexures along with the supporting documents are true and correct; nothing has been omitted which renders such information misleading; and all documents accompanying the proposal are true copies of their respective originals.
3. This statement is made for the express purpose of our selection as Agency for carrying out the aforesaid assignment during the Contract Period.
4. I shall make available to the Authority any additional information it may find necessary or require to supplement or authenticate the BID.
5. I acknowledge the right of the Authority to reject our BID without assigning any reason or otherwise and hereby waive, to the fullest extent permitted by applicable law, our right to challenge the same on any account whatsoever.
6. I certify that in the last three years, we have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.
7. I declare that:
 - (a) I have examined and have no reservations to the Bidding Documents, including any Addendum issued by the Authority; and
 - (b) I have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as defined in the

RFP document, in respect of any tender or request for proposal issued by or any Agreement entered into with the Authority or any other public sector enterprise or any government, Central or State; and

- (c) I hereby certify that we have taken steps to ensure that in conformity with the provisions of the RFP, no person acting for us or on our behalf has engaged or will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice; and
 - (e) the undertakings given by us along with the Application in response to the RFP for the Project were true and correct as on the date of making the Application and are also true and correct as on the BID Due Date and I shall continue to abide by them.
- 8. I understand that you may cancel the Bidding Process at any time and that you are neither bound to accept any BID that you may receive nor to invite the Bidders to BID for the Project, without incurring any liability to the Bidders, in accordance with the RFP document.
 - 9. I certify that in regard to matters other than security and integrity of the country, we have not been convicted by a Court of Law or indicted or adverse orders passed by a regulatory authority which could cast a doubt on our ability to undertake the Project or which relates to a grave offence that outrages the moral sense of the community.
 - 10. I undertake that in case due to any change in facts or circumstances during the Bidding Process, we are attracted by the provisions of disqualification in terms of the guidelines referred to above, we shall intimate the Authority of the same immediately.
 - 11. I further acknowledge and agree that in the event such change in control occurs after signing of the Agreement up to its validity, it would, notwithstanding anything to the contrary contained in the Agreement, be deemed a breach thereof, and the Agreement shall be liable to be terminated without the Authority being liable to us in any manner whatsoever.
 - 12. I hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the Authority in connection with the selection of the Bidder, or in connection with the Bidding Process itself, in respect of the above-mentioned Project and the terms and implementation thereof.
 - 13. In the event of i/we were declared as the Selected Bidder, I/we agree to enter into an Agreement in accordance with the draft that has been provided to me/us prior to the BID Due Date. We agree not to seek any changes in the aforesaid draft and agree to abide by the same.
 - 14. I have studied all the Bidding Documents carefully. We understand that except to the extent as expressly set forth in the Agreement, we shall have no claim, right or title arising out of any documents or information provided to us by the Authority or in respect of any matter arising out of or relating to the Bidding Process including the award of Agreement.
 - 16. The documents accompanying the Technical Bid, as specified in the RFP, have been submitted in separate files.
 - 17. I agree and understand that the BID is subject to the provisions of the Bidding Documents. In no case, I shall have any claim or right of whatsoever nature if the Project / Contract is not awarded to me or our BID is not opened or rejected.
 - 18. The BID Price has been quoted by me after taking into consideration all the terms and conditions stated in the RFP, draft Agreement, our own estimates of costs and after a careful assessment of all the conditions that may affect the project cost and implementation of the project.

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19. I agree and undertake to abide by all the terms and conditions of the RFP document.
20. I shall keep this offer valid for 180 (one hundred and eighty) days from the BID Due Date specified in the RFP.
21. I hereby submit our BID and offer a BID Price as indicated in Financial Bid for undertaking the aforesaid Project in accordance with the Bidding Documents and the Agreement.

In witness thereof, I submit this BID under and in accordance with the terms of the RFP document.

Yours faithfully,

Authorized *Signatory with Date and Seal:*

Name and Designation: _____

Address of Bidder: _____

TECH -2

Bidder's Organization (General Detail)

Sl. No.	Description	Full Details
1	Name of the Bidder	
2	Address for communication: Tel : Fax: Email id:	
3	Name of the authorized person signing & submitting the bid on behalf of the Bidder: Mobile No. : Email id :	
4	Registration / Incorporation Details Registration No: Date & Year. :	
5	Local office in Odisha If Yes, Please furnish contact details	Yes / No
6	Bid Processing Fee Details Amount: Online reference No. : Date: Name of the Bank:	
7	EMD Details Amount : Online reference No.: Date: Name of the Bank:	

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8	PAN Number	
9	Goods and Services Tax Identification Number (GSTIN)	
10	Willing to carry out assignments as per the 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 -3

Bidder Organization (Financial Details)

Financial Information in INR				
Details	FY <u>23-24</u>	FY <u>24-25</u>	FY <u>25-26</u>	Average Annual Turnover
Annual Turnover (in Crore).				

Supporting Documents:

Audited certified financial statements for the last **Three FYs (preceding the Financial year in which the proposal is due)** (Submission of copies of Income & Expenditure Statement and Balance Sheet for the respective financial years is mandatory along with this form). In case the audited Financial Statements of 2025-26 are not available, then the provisional Financial Statements of 2025-26 certified by a chartered accountant shall be submitted.

Filled in information in this format must have to be jointly certified and sealed by the CA and the authorized representative of the bidder and to be furnished in original along with the technical proposal failing which the proposal will be out rightly rejected. No scanned copy will be entertained.

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 -4

FORMAT FOR POWER OF ATTORNEY

(On Stamp Paper)

Know all men by these presents, We [name of the company/firm/trust/organization/agency and address of the registered office] do hereby irrevocably constitute, nominate, appoint and authorize Mr./ Ms. (name),and presently residing at, who is presently employed with us, as our true and lawful attorney (hereinafter referred to as the **Attorney**) to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Proposal for providing Services to the **Odisha State Disaster Management Authority**), including but not limited to signing and submission of all Proposal documents and other documents and writings, participate in investor consultations and other conferences and providing information/responses to **Odisha State Disaster Management Authority**, representing us in all matters before **Odisha State Disaster Management Authority**, signing and execution of all contracts including undertakings consequent to acceptance of our Proposal, and generally dealing with **Odisha State Disaster Management Authority** in all matters in connection with or relating to or arising out of our Proposal and/or upon award of the Project to us and/or till the entering into of the service agreement with **Odisha State Disaster Management Authority**.

AND we hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE,, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS DAY OF, 20.....

For

.....

(Signature, name, designation and address)

Witnesses:

1.

2.

(Notarized)

Accepted

.....

(Signature)

(Name, Title and Address of the Attorney)

TECH -5

(BIDDER'S PAST EXPERIENCE DETAILS)

Details of the similar assignments undertaken / completed during the last Seven years:

S. No.	Name of Project	Name of Client with address and contact numbers	Date of Award of Contract	Date of completion of assignment (for both completed and ongoing projects)	Period of Service	Description of project area	Contract Value (in INR)	Description of services provided
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)

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

Name and Designation with Date and Seal: _____

Note: Bidders are requested to furnish the list of assignments of similar nature undertaken during the last 7 Years (preceding the Proposal Due Date) 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 and Completion Certificate from the previous Clients need to be furnished along with the above information..

TECH -6

INFORMATION REGARDING ANY CONFLICTING ACTIVITIES AND DECLARATION THEREOF

Are there any activities carried out by your Agency which are of conflicting nature as mentioned in Section 2: [Information to the Bidder] under Eligibility Criteria: Clause 1, Point (6). If yes, please furnish details of any such activities.

If no, please certify,

IN BIDDER' S LETTER HEAD

I, hereby declare that our Agency _____ as Individual is not indulged in any such activities which can be termed as the conflicting activities as mentioned in **Section 2: [Information to the Bidder] under Eligibility Criteria: Clause 1, Point (6).**

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

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

Communication Address of the Bidder: __

TECH -7

Undertaking for Non-Blacklisting on Stamp Paper

[On the Stamp Paper of appropriate value in shape of a notarized affidavit]

I/we, hereby undertake that, our organization has not been blacklisted / debarred by any of the Central / State Government Ministry / Department/ Office or by any Public Sector Undertaking (PSUs) and I/we are not blacklisted by any authority and that no debarment/blacklisting subsists as on the Proposal Due Date.

Yours sincerely,

Authorized Signature

[In full and initials]: _____

Name and Designation of the Signatory:

Name of the Bidder and Address

TECH -8

DESCRIPTION OF APPROACH, METHODOLOGY & WORK PLAN TO UNDERTAKE THE ASSIGNMENT

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

A. Understanding of Scope, Objectives and Completeness of response

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

B. Company profile & Differentiating factors

C. Similar work experience

D. Approach & methodology (Proposed manpower, standard operating procedure, Work Plan, grievance redressal, value provided to Authority etc.)

E. Technological solutions deployed by agency:

The bidder should propose technological solutions that would be adopted under the proposed assignment with sub-activities

TECH-9

Format of Curriculum Vitae (CV) for Proposed Key Personnel

1. Proposed Position:

[For each position of key professional separate form Tech B-6 will be prepared]

2. Name of Firm :

3. Name of Staff :

4. Date of Birth :

5. Years with Firm :

6. Nationality :

7. Education :

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

8. Membership in Professional Associations:

9. Other Trainings :

10. Countries of Work Experience:

11. Languages :

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

12. Employment Record:

[Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held. For experience in **last ten years**, also give types of activities performed and Client references, where appropriate as per the prescribed format given below]

From [Year]	To [Year]
Procuring Entity Name:	
Position Held:	
Details of the Task Assigned [List all tasks to be performed under this Assignment/job]	

13. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned

[Among the Assignment/jobs in which the staff has been involved, indicate the following information for those Assignment /jobs that best illustrate staff capability to handle the tasks listed under point 12.]

Name of the Project	
Year	
Location	
Name of the Client	
Project Feature	
Position Held	
Activities Performed	

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: _____

SECTION: 5

FINANCIAL PROPOSAL SUBMISSION FORMS

SECTION 5: APPENDIX -1

FINANCIAL PROPOSAL SUBMISSION FORM

(To be furnished with Financial Bid in .pdf format)

FROM

(NAME OF THE FIRM)

To

The Managing Director,
Odisha State Disaster Management Authority (OSDMA),
9th floor of Rajiv Bhawan, Unit 5,
Bhubaneswar, Odisha, 751001

**Subject: Selection of an Agency for Management of Media Campaigns and Social Media
Platforms of Odisha State Disaster Management Authority and Office of SRC**

Sir,

We, the undersigned, offer to provide the services for the above in accordance with your Request for Proposal dated [Date], and our proposal. Our attached financial proposal is for **Rs. _____ for the sum of [Amount in words and figures]**. This amount is exclusive of the Goods & Service Taxes but inclusive of all other taxes & duties, levies, cess etc.

Our financial proposal shall be binding upon us subject to the modifications resulting from contract negotiations, up to the expiration of the validity period of the proposal, i.e., [Date].

We undertake that, in competing for (and, if the award is made to us, in executing) the above contract, we will strictly observe the laws against fraud and corruption in force in India namely "Prevention of Corruption Act 1988".

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

We remain,

Yours sincerely,

Managing Director/Head of the firm/
Authorised Representative of the firm *
Name of the firm Address

SECTION 5 : APPENDIX -2

BREAK UP OF COST ESTIMATES & FEE QOUTED

Sl. No.	Particulars	Unit of Measure	Unit price (in Rs)	Total Amount (in Rs.)
Fixed Cost				
A.	Agency is required to quote for 2 yrs. retainer fees to cover its staffing for 3 resources. (separate monthly calculation Sheet/ price break up sheet for each staff to be enclosed) <u>Job description for resources:</u> ▪ Detailed Promotion and Media/ communication Strategy including the comprehensive creative vision/ marketing approach & media planning for entire period. ▪ Creatives for Social Media: Facebook, Twitter, YouTube, Instagram, Advertisement and Promotion, Managing Page, app development, content, Creative & promotion etc, Grievance redressal mechanism and reporting. ▪ Creatives for Audio visual/ reels/ videos for routine posts. ▪ Print Media Advertisement: The agency is required to develop creatives/ designs for print media (newspaper) advertisement and a release plan based on the schedule prepared approved rate. ▪ Creatives for carrying out Social Media Campaigns	1	Lump sum	
Variable Cost (as per actuals)				
B	AV Contents (for HD/ 4K/ ultra 4K quality) :			
36	Radio Jingles/ Song/ Signature tunes	3 no.	Upto 60 seconds	
		2 no.	Above 60 seconds	
37	Video spots	5 no.	Upto 60 seconds	
		5 no.	60 – 120 seconds	
38	Documentary/ Spots/ Tele films	4 no.	From 2- 5 mins	
		4 no.	Above 5 - 15 mins	
		2 no.	Above 15 - 30 mins	
39	Video Compilation in digital format	2 no.	Up to 20 mins	
		2 no.	Up to 30 mins	
		1 no.	Up to 60 mins	
40	Specialist services pertaining to AV Media	1 no.	Video shooting (Outdoor)	

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Sl. No.	Particulars	Unit of Measure	Unit price (in Rs)	Total Amount (in Rs.)
		1 no.	Video shooting (Interviews) - per day format HD	
41	Animation Films	2 no.	20 – 60 seconds	
		2 no.	Above 1 min to 2 min	
		1 no.	Above 2 min to 5 min	
	Grand Total (in Rs.)			

Note:

1. GST shall be paid extra
2. Quantities provided in the Financial Bid format are for the purpose of arriving at an approx. financial bid amount. However, the payment shall be made on the basis of actuals.

SECTION 6

BID SUBMISSION CHECK LIST

Annexure – I

Sl. No.	Description	Submitted (Yes/No)	Page No.
TECHNICAL PROPOSAL			
1	Filled in Bid Submission Check List (ANNEXURE-I)		
2	Covering Letter (TECH -1)		
3	Bid Processing Fee of Rs. ___/- in form of DD/BG		
4	EMD / Bid Security		
5	General Details of the Bidder (TECH - 2)		
6	Financial Details of the Bidder (TECH - 3)		
7	Power of Attorney (TECH - 4) in favour of the person signing the bid on behalf of the bidder.		
8	Similar Project Experience of the Bidder (TECH - 5)		
9	Self-Declaration on Potential Conflict of Interest (TECH - 6)		
10	Undertaking for Non-Blacklisting on Stamp Paper (TECH – 7)		
11	Description of approach, methodology & work plan to undertake the assignment (TECH – 8)		

Undertaking:

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

Authorized Signatory [In full and initials]:_____

Name and Designation with Date and Seal: _____

Annexure – II

PERFORMANCE BANK GUARANTEE FORMAT

To,

The Managing Director,
Odisha State Disaster Management Authority (OSDMA),
9th floor of Rajiv Bhawan, Unit 5,
Bhubaneswar, Odisha, 751001

**Subject: Selection of an Agency for Management of Media Campaigns and Social Media
Platforms of Odisha State Disaster Management Authority and Office of SRC**

WHEREAS____(Name and address of the Agency) (hereinafter called “the Agency”) has undertaken, in pursuance of RFP No _____ dated _____ to undertake the service for **“Management of Media Campaigns and Social Media Platforms of Odisha State Disaster Management Authority”** (herein called contract) **AND WHEREAS** it has been stipulated by _____, **Odisha State Disaster Management Authority (OSDMA) , Odisha** in the said contract that the agency shall furnish you with a bank guarantee by a scheduled commercial bank recognized by you for the sum specified therein as security for compliance with its obligations in accordance with the contract; **AND WHEREAS** we have agreed to give the supplier such a bank guarantee; **NOW THEREFORE** we hereby affirm that we are guarantors and responsible to you, on behalf of the Agency, 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 Agency 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 Agency 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 Agency shall in any way release us from any liability under this guarantee and we hereby waive notice of any such change, addition or modification.

This performance bank guarantee shall be valid until the __day of __, <Year>

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

.....

(Signature of the authorized officer of the Bank)

.....

Name and designation of the officer

.....

.....

Seal, name & address of the Bank & Branch