



Odisha State Disaster Management Authority
(A Government of Odisha Agency)
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Corrigendum-1 to Tender Call Notice No. 3396 and RFP No.3397/OSDMA for Selection of agency for management of Media Campaigns and Social Media Platforms of Odisha State Disaster Management Authority (OSDMA) and Office of Special Relief Commissioner (SRC),

Government of Odisha

Sl. No.	Clause No. as per RFP	Query/Modification Sought	Suggestions	Clarifications/ Amendments
1	Earnest Money Deposit (EMD) (Data Sheet) Page Number 06, Point No. 13	INR 200,000/- (Indian Rupees Two Lakh Only) in the form of DD/Bank Guarantee in favour of "Odisha State Disaster Management Authority"	Kindly mention MSME agencies are exempted from the EMD	RFP condition prevails
2	Performance Bank Guarantee (PBG), Page No. 6, point Number 14	INR 10,00,000(Ten Lakhs Only)	Kindly reduce Performance Bank Guarantee to 3% or 5% of the contract value	RFP condition prevails
3	Scope of services (Scope of Work for preparation of Audio-Visuals of various events and social media handles, Page No.25, Point No.3 (3.1)	The Agency shall engage a 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 and culture. The Agency shall shoot, edit, and make the output of minimum such numbers of audiovisual reels in a	Kindly mention that the audio-visual content generation shall be undertaken separately at the approved I& PR rates of the Government of Odisha.	Agency is required to quote for each item in the BoQ. In any case the rates quoted shall not exceed the I&PR rates for that particular item.

		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.		
4	Manpower requirement and Office set up	Three Persons (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 emergent exigencies. Even before and after the working hour or during weekend and holidays.	Kindly add one cameraman, one video editor for short-form videos/reels, including daily shoots, video reels, audio visual content, interviews and post production for social media.	Photos & videos for the routine posts shall be the scope of the existing team under the fixed lumpsum costs.
5	Appendix -1, Qualifications, Experience and Responsibilities of the key personnel, Page No-44	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 government client.	Minimum 10 years of work experience is acceptable; however kindly remove the requirement of a minimum of 5 years' experience working with government client	RFP condition prevails
6	Appendix-1, Qualifications, Experience and Responsibilities of Key Personnel, Page no: 45	Content Writer -cum-Graphic Designer	Kindly consider this position for role of graphic designer only, instead of content writer cum Graphic Designer.	Revised manpower schedule/ requirement is attached in Annexure 1 below.
7	Page No 16, SL No. 2 under Evaluation Criteria	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	We request the Department to modify this clause, as it may become a hindrance for many homegrown MSME/ Startup agencies to qualify this while participating in the bidding process. Therefore, we request you to make the average annual turnover as follows: INR 1 Crores – up to 2 Crores: 10 marks Above 2 Crores – up to 4 Crores: – 15 marks Above INR 4 Crores: 20 marks	RFP condition prevails
8	Page No 37 (Point No. 11 and 12) - Clause 11(a)	States that transportation of manpower deployed in the field for various activities shall be the responsibility of the Agency, whereas Clause 12 states that personnel may be required to travel across the State for various assignments and that	Kindly clarify whether travel, accommodation, boarding, local transportation and other out-of-pocket expenses incurred for approved outstation assignments	All travel, accommodation, boarding, local transportation and other out-of-pocket expenses incurred for approved

		an SOP for travel expenses shall be finalized at the time of execution of the Agreement.	across Odisha shall be reimbursable separately by OSDMA, or whether all such expenses are required to be included within the quoted contract value.	outstation assignments across Odisha shall be reimbursable separately by OSDMA. SOP for the same shall be finalized at the time of the execution of the Agreement with the selected Agency.
9	Page No 44 (Appendix - 1) Qualifications, Experience and Responsibilities of Key Personnel	With reference to the position of Communication Specialist / Social Media Executive under Clause 2.1 (Minimum Qualifications) and Clause 2.2 (Experience, Roles and Responsibilities), the RFP specifies the educational qualifications and roles/ responsibilities but does not mention the minimum number of years of relevant professional experience required for the position	Kindly also clarify whether the experience is required to be post-qualification relevant professional experience, and whether experience in government communication, social media management, digital communication, media production and IEC assignments will be considered relevant.	Total experience in the relevant field shall be considered.
10	Page 33–34, Clause 3.2 – Scope of Work for Media Communication, Social Media Management and IEC Activities Sub-clause 4: Key Deliverables, Sl. No. 2 & 3	The Key Deliverables mentions Minimum 40 Original posts/content units per month across platforms, excluding adaptations under Routine Social Media Content, and separately specify Create and publish a minimum of 60 posts per month, with at least 40 posts related to the works and awareness initiatives of OSDMA at various districts.	Kindly also clarify the mechanism for approval, measurement and payment of such additional work beyond the stipulated 10% variation.	The SoPs shall be finalised at the time of execution of the agreement. However, the quantities as mentioned in the RFP is the minimum requirement, it may increase depending upon the future events and during the time of disaster.
11	Page 34, Clause 3.2 – Scope of Work for Media Communication , Social Media Management and IEC Activities, Sub-clause 4: Key Deliverables, Sl. No. 5 – Monthly Tasks Assigned by OSDMA	The RFP specifies that the monthly tasks assigned by OSDMA are based on a tentative quantum of work, with a 10% variation, while the Key Deliverables also indicate that the number of posts may increase depending upon the quantum of projects.	Kindly clarify whether the 10% variation represents the maximum permissible variation within the quoted retainership, and whether any requirement beyond the 10% variation shall be treated as additional/ variable/ need-based work and payable separately as per the applicable BoQ rates.	The SoPs shall be finalised at the time of execution of the agreement. However, the quantities as mentioned in the RFP is the minimum requirement, it may increase depending upon the future events and during the time of disaster.
12	Page 34–35, Clause 3.2 – Scope of Work, Sub-clause 4: Key Deliverables / Payment Schedule	The RFP specifies that photographs, videos and reels forming part of routine social media posts are included in the retainership portion (Part 1: Lumpsum/Fixed Cost) and shall not be charged separately under the Variable Cost BoQ. At the	There is a standard rate available under I&PR Department, Govt. of Odisha which covers the component mentioned under Variable Cost . Kindly clarify	Agency is required to quote for each item in the BoQ. In any case the rates quoted shall not exceed the I&PR rates for that particular

		same time, the Financial Proposal provides separate Variable Cost BoQ items for AV Contents, Video Spots, Documentaries/Spots/Telefilm, Video Compilation and Specialist AV Services.	whether AV productions beyond routine social media content requirements shall be treated as additional/variable work and billed separately against the applicable Variable Cost BoQ. Further, where applicable standard/approved rates of the Information & Public Relations Department, Government of Odisha exist for similar AV production services, kindly clarify whether such approved rates shall be applicable for payment. We request the department to separate the cost from the Financial Bid.	item.
13	Page 25, Clause 3.1 – Scope of Work for Preparation of Audio Visuals, Sub-clause (ii)	Under Clause 3.1(ii), the RFP states that the Agency shall produce a minimum number of audiovisual reels in a year of 60/90/120 seconds duration, but the specific minimum annual quantity is not mentioned.	Kindly clarify whether the annual quantity is to be treated as a minimum fixed deliverable and whether the cost of such reels is included in the fixed retainerhip or payable under the Variable Cost BoQ.	Please refer Section-3, Terms of Reference, Clause no.4: Key Deliverables. The key deliverables shall form part of the fixed retainerhip amount.
14	Page 31, Clause 3.2	Scope of Work Sub-clause-N:-Manpower Requirement and Office Set-up Sub-clause P:- Emergency Communication Support	Kindly clarify whether extended working hours, weekend/ holiday deployment, 24x7 emergency communication support, additional manpower, equipment, travel and field deployment required during disasters/emergencies are included in the Fixed Cost Retainerhip or shall be treated as additional/ variable work payable separately.	Shall form part of the Fixed lumpsum cost only. No additional cost shall be paid for this.
15	Page 8 & Page 19, Section 1 – Letter of Invitation, Sl. No. 5 / Section 2 – Instruction to Bidders, Clause 12: Award of Contract	The Letter of Invitation states that the contract period shall be 12 months, extendable by another 12 months based on performance, whereas Clause 12 states that the contract will be valid for 24 months from the date of effectiveness and shall be extended by another year.	Kindly clarify the intended initial contract period and the applicable extension provision, as the two clauses appear to prescribe different contract durations.	The contract shall be 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.
16	Page 32 & 62 , Clause 3.2 – Scope of Work, Sub-clause R: Media Planning and Buying / Section 5, Appendix-2 – Break-up of Cost Estimates & Fee Quoted	The RFP requires the Agency to undertake media planning and buying, including obtaining media rates and reconciling actual expenditure, while the Financial Proposal separately provides for agency fees and media-related creative services.	Kindly clarify whether the Agency will be required only to undertake media planning, negotiation, coordination, release and reconciliation, while the actual media/ advertising expenditure shall be paid directly by OSDMA/SRC or reimbursed separately on an actual basis.	Yes
17	Page 6, 8 & 15, Data Sheet / Section 1 – Letter of Invitation / Clause 6.2.1 – Submission of Bids	The RFP contains different provisions regarding the mode of physical bid submission. The Data Sheet and Letter of Invitation specify Speed Post/Registered Post only, whereas Clause 6.2.1 permits submission through Registered Post or Courier Service.	Kindly clarify and confirm the permissible mode(s) of submission of the Technical and Financial Bids to avoid any ambiguity.	Shall be submitted through Speed post/ registered post only in the manner as stated in the RFP.
18	DATA SHEET Earnest Money Deposit (EMD) (Refundable): SL No. 13, Page 6	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.	We request the department to exempt the EMD amount of (Rs. 2,00,000/-) so that more homegrown Startup and MSME agency can participate in the bidding.	RFP condition prevails
19	Section 2 : Instruction to Bidders – Earnest Money Deposit, Page 13, Clause 3, Item	“The Bidder shall furnish as part of its proposal, a bid security of INR 2,00,000/- in the form of a Bank Guarantee/Demand Draft” Note: Section 2, Clause 1.1, page 11, explicitly permits MSMEs registered under UDYAM scheme, Government of India to participate	Request for Clarification / Confirmation: 1. Please clarify whether registered MSMEs (UDYAM certificate holders) are exempted from the submission of Earnest Money Deposit (EMD) as per the Public Procurement Policy for Micro and Small Enterprises (MSEs) Order issued by the Ministry of MSME, Government of India / Government of Odisha procurement guidelines. 2. If exempted, please confirm whether submitting a valid UDYAM Registration	RFP condition prevails

			Certificate along with a Bid Securing Declaration in Part-1 (Technical Proposal) will suffice in lieu of the EMD. Strategic Justification / Ground for Request As per Government of India public procurement policies, MSMEs are granted exemptions from submitting EMD to promote competitive participation from agile, specialized communication and digital agencies. Clarifying this exemption will widen the pool of eligible creative and strategic service providers without compromising bid integrity.	
20	Section 2: Instructions to Bidders (Page 12, Table Item No. 4) Section 3: Technical Proposal - Standard Forms- 4.Financial Eligibility & Turnover Credentials	Page 12, Item 4: "The Bidder should have a minimum average annual turnover of INR 1.00 Crore from Social Media Support, IEC, and Creative Communication work in the last three financial years (FY 2023-24, 2024-25, and 2025-26), certified by aChartered Accountant." Form TECH-3 Format: Currently captures gross overall company turnover without separating specialized Creative/IEC revenues from pass-through media release billings.	Request for Clarification & Modification of Form TECH-3: 1. Exclusion of Pass-Through & Non-Creative Billings: Please explicitly clarify that turnover derived from routine media placement—such as releasing tender notices, statutory advertisements, print space buying, electronic media airtime, or routine event logistics—shall not be counted toward the INR 1.00 Crore specialized turnover, as these do not involve creative ideation, IEC content development, or strategy. 2. Template Revision / Breakdown: Request OSDMA to issue a revised Form TECH-3 format (or permit a specialized CA Certificate breakdown) that captures fees generated	RFP condition prevails

			exclusively from core Creative Communication, IEC Strategy, Audio-Visual Production, and Social Media Management, independent of gross media release invoices. Strategic Justification / Ground for Request 1. Merit-Based Evaluation: Releasing tender notices or routine public ads requires no agency creativity or strategy; including such gross billings inflates turnover artificially and favors pure media-buying entities over specialized creative agencies. 2. Quality Assurance for OSDMA: Restricting the Turnover calculation strictly to core Creative, IEC, and Social Media fee-based earnings ensures that OSDMA selects an agency with proven, hands-on creative execution capabilities rather than a high-volume ad release broker.	
21	Scope of Work (Page 27) - Online Reputation Management (ORM)	Agency to handle Online Response and Reputation Management (ORM) across platforms.	Request for Clarification on ORM Tools: Please clarify whether specialized ORM monitoring / listening software licenses (e.g., Brand24, Meltwater, Talkwalker) will be provided directly by OSDMA, or if the bidder must include software licensing costs within the financial proposal. Softwares/tools vary widely in pricing and scope. Explicit clarity on tool ownership vs. agency tool provision ensures uniform	Agency shall be required to manage ORM manually. It shall broadly include: i. Monitor the mentions, feedback, and sentiment across digital and social media channels. ii. Handle responses to the queries, complaints, and feedback in coordination with

			financial bidding among all participants.	OSDMA. iii. Develop escalation and resolution workflow to address critical issues and negative mentions. iv. Rumour management, reply with facts and effective communication. v. Maintain monthly ORM sentiment reports and recommend reputation enhancement strategies
22	Scope of Work - Section K (Page 29) Outdoor Banners on Frame	Provisioning of 20ft×10ft banners on frame for outdoor awareness.	Request for Structural Safety Revision: 1. A 20ft×10ft frame operates as a large-format hoarding requiring heavy-duty iron trusses, anchored pillar footings, and structural stability. 2. Given OSDMA's primary mandate in Disaster Management and Cyclone Preparedness, large non-standard banners pose high risk in severe weather. We recommend replacing this with standardized, smaller, structurally safe hoarding frames (or requiring certified wind-rated framing) to eliminate public safety hazards during high winds or cyclones. Strategic Justification / Ground for Request We recommend replacing this with standardized, smaller,	Shall be on case to case basis without compromising the safety factors. However, only the designing of the Hoarding shall be in the scope of the Agency.

			structurally safe hoarding frames (or requiring certified wind-rated framing) to eliminate public safety hazards during high winds or cyclones. Safety alignment with OSDMA's core ethos. Unanchored or oversized temporary frames carry structural failure risks during cyclonic conditions in coastal Odisha.	
23	Scope of Work - Mobile Campaigns <i>(Page 30)</i> Mobile / Cell Phone Based Advertisements	Mobile communications including bulk SMS, Voice Calls/IVRS, etc	Request for Scope Expansion: Request addition of 2-Way Interactive WhatsApp Messaging Systems, Interactive Chatbots, Rich Media (Audio/ Video/ JPEG) Push Messaging, and Customized Caller Tunes alongside standard SMS/ IVRS. Strategic Justification / Ground for Request Two-way interactive messaging and official WhatsApp API bots significantly increase public engagement, allow citizen feedback/ queries during disaster warnings, and align with modern government communication standards.	This shall be taken up on a later stage. However, such scope shall not form part of the present RFP.
24	Scope of Work - Section N <i>(Page 31)</i> Manpower Requirement & Office Setup	Deployment of 3 personnel at OSDMA/SRC office: 1. Project Leader 2. Digital Media Expert 3. Communication Specialist / Social Media Executive / Content Writer / Graphic Designer	Request for Revision of On-Site Team Strength: 1. Request OSDMA to increase the dedicated on-site key team to 5–6 resource persons (e.g., 1 Project Lead, 1 Digital Media Expert, 1 Content/Copy Specialist, 1 Full-Time Graphic Designer, 1 Video Editor/Motion	Revised manpower schedule/ requirement is attached in Annexure 1 below.

			Designer, and 1 PR/Social Media Executive). 2. Clarify that secondary backend roles (media tracking, monitoring, distribution, press release syndication) can operate from the agency's central office.	
			Strategic Justification / Ground for Request Real-time disaster response, emergency communications, and daily audio-visual/ graphic turnarounds require a complete execution team stationed on-site. Three multi-tasking individuals cannot simultaneously handle copywriting, graphic design, video editing, and emergency monitoring during peak events.	
25	Scope of Work - Deliverables <i>(Page 33, Item No. 33)</i> Social Media Posting Deliverables	Creation and publishing of 60 posts per month across social media platforms (averaging ~2 posts per day). Request for Increase in Daily Post Volume: Request OSDMA to reconsider and increase the baseline deliverable to at least 4 to 5 posts per day (approx. 120–150 posts/month), with provision for higher volume during active disaster warnings or emergency responses.	Optimal Engagement & Algorithm Reach: A deliverable of only 2 posts per day is insufficient for a state-level disaster management body and SRC office. Strategic Justification / Ground for Request Maintaining active audience engagement, public education, real-time weather/ disaster alerts, and multi-format content (reels, infographics, updates) across multiple platforms requires a consistent cadence of at least 4–5 posts daily to satisfy platform algorithms and maintain public awareness.	Minimum quantity is mentioned in the RFP. However, the number of posts shall depend upon the future requirement
26	"1. Pre-Qualification	The Bidder must have experience of having	It is requested to kindly revise	RFP condition prevails

	Criteria: Point No. 3"	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./ PSU sector in India certified by not below the rank of Executive Engineer/ Competent Authority	Clauses as follows: i. One (01) similar work of 3–5 minutes duration involving development of an Audio-Visual/ Cinematic Film/ Documentary/ Corporate Film for Central Government/State Government/ PSU/ Public or Private Sector organization in India, certified by an authority not below the rank of Executive Engineer/ Competent Authority. ii. Three (03) similar works in Creative Designing & Printing, Content Writing & Development, Social Media Promotion Services and IEC Activities for Central Government/ State Government/ PSU/ Public or Private Sector organization in India, certified by the concerned authorized authority. iii. At least Two (02) Social Media Campaigns executed for Central Government/ State Government/ PSU/ Public or Private Sector organization in India, supported by relevant work orders/completion certificates. This may kindly be considered as bidders may have executed large-scale integrated projects covering multiple components under a single work order. The proposed criteria will ensure wider participation while adequately demonstrating the bidder's	
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			relevant experience and execution capability.	
27	8. Evaluation of Proposal 8.2 Technical Capability(2nd Stage) Point No. 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 Note: Similar Projects and the last seven years shall be referred as per Point No. 3, Clause 1	It is requested to kindly revise Clauses as follows: i. One (01) similar work of 3–5 minutes duration involving development of an Audio-Visual/ Cinematic/ Film/ Documentary/ Corporate Film for Central Government/ State Government/ PSU/ Public or Private Sector organization in India, certified by an authority not below the rank of Executive Engineer/Competent Authority, with project value of at least ₹10 Crore- 10 Marks ii. Three (03) similar works in Creative Designing & Printing, Content Writing & Development, Social Media Promotion Services and IEC Activities for Central Government/ State Government/ PSU/ Public or Private Sector organization in India, certified by the concerned authorized authority. iii. At least Two (02) Social Media Campaigns executed for Central Government/ State Government/ PSU/ Public or Private Sector organization in India, supported by relevant work orders/ completion certificates. This may kindly be considered as bidders may have executed large-scale integrated projects covering	RFP condition prevails

			multiple components under a single work order. The proposed criteria will ensure wider participation while adequately demonstrating the bidder's relevant experience and execution capability.	
28	Pre-Qualification Criteria, Page No.12	Content of RFP requiring Clarification: The bidder must have a local office in Bhubaneswar or Cuttack	Change and Clarification Requested: - We request the Bid Authority to allow us to submit an undertaking to establish a local office in Bhubaneswar or Cuttack within 30 days of issuance of the LOI	The Agency shall submit an Affidavit to establish a local office of the work in Bhubaneswar if awarded.
29		Bid Submission		Last Date of Submission: 28.10.2026 till 04:00 PM Date of Technical Opening: 31.10.2026 at 05:00 PM

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.
- h. Shall also be responsible for strategizing, planning and content creation.

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. **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 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.

Sd./-

Deputy General Manager (IT), OSDMA