
EXPRESSION OF INTEREST
FOR
SELECTION OF DIGITAL MARKETING & SALES AGENCY
FOR
UTKALIKA

Odisha State Co-operative Handicrafts Corporation Ltd. (OSCHC Ltd.)

Address: Jayadev Vatika Square, Ghatikia, Khandagiri, Bhubaneswar-751030

Tel: 0674-2975390

E-mail: oschcutkalika@gmail.com



Odisha State Co-operative Handicrafts Corporation Ltd.

Jayadev Vatika Square, Ghatikia, Khandagiri, Bhubaneswar-751030. Ph. : 0674-2975390

Ref. No.

Date :


EOI FOR SELECTION OF DIGITAL MARKETING & SALES AGENCY FOR UTKALIKA

Expression Of Interest (EOI) in sealed cover along with requisite documents is invited from interested agencies to be engaged as a Digital Marketing & Sales Agency for Utkalika for a period of 24 months.

The Bid Document can be downloaded from the website: www.utkalikaodisha.in. The bidder has to submit the cost of documents i.e. Rs. 1,000/- (Rupees One Thousand) only in shape of DD favouring "Odisha State Co-op. Handicrafts Corporation Ltd." with the Technical Bid. The last date of receipt of the sealed offers in the office of OSCHC Ltd., (Utkalika) is up to 5.00pm on Dt. 24.09.2021 by **Speed Post/ Registered post/ Courier Service only**. The "Technical Bids" will be opened at 4.00 pm on Dt. 27.09.2021 in presence of the bidders or their authorized representatives. The "Financial Bids" of qualifying bidders will be opened on suitable date and time under intimation to them.

The bidders have to submit documents as specified along with Technical Bid in conformity with the detail terms & conditions in bid documents.

The authority reserves the right to accept or reject any or all the bids without assigning any reason thereof.


Managing Director
9-9-21

DATA SHEET

Sl. No.	Particulars	Details
1	Name of the Client	Odisha State Co-operative Handicrafts Corporation Ltd. (OSCHC Ltd.)
2	Method of Selection	QCBS
3	Date of Issue of EOI	10.09.2021
4	Deadline for receipt of Proposal	24.09.2021 upto 5.00PM
5	Date of opening of Technical Proposal	Shall be displayed at our website / informed over Telephone
6	Date of opening of Financial Proposal	Will be intimated to the technically qualified bidders separately.
7	Expected date of commencement of assignment	Within Two Months of Selection of Agency
8	Bid document Fee (Non Refundable)	Rs 1000/- (Rupees One Thousand) only in shape of DD favouring “Odisha State Co-op. Handicrafts Corporation Ltd.” drawn in any scheduled commercial bank payable at Bhubaneswar.
9	Earnest Money Deposit (EMD)* *Refundable subject to satisfactory performance & compliance to laid down conditions.	Rs. 10,000/- (Rupees Ten Thousand only) in shape of DD favouring “Odisha State Co-op. Handicrafts Corporation Ltd.” drawn in any scheduled commercial bank payable at Bhubaneswar.
10	Contact Person	Sri Pritish Ku. Behera, H.P.O,- 9861948370 Sri Debasis Lenka, Accts. Asst.- 7008103935
11	Postal Address for submission of Proposal	Odisha State Co-op. Handicrafts Corporation Ltd.(Utkalika), Jayadev Vatika Square, Ghatikia, Khandagiri, Bhubaneswar-751030
12	Mode of Submission of proposal	Speed Post/ Registered Post/ Courier only to the address as specified at Sl. No 11 during the office hour only. Submission of bid through any other mode and late bid will be rejected.
13	Place of opening of proposal	Odisha State Co-op. Handicrafts Corporation Ltd. (Utkalika), Jayadev Vatika Square, Ghatikia, Khandagiri, Bhubaneswar-751030
14	Website to visit for download of bid document.	www.utkalikaodisha.in

EXPRESSION OF INTEREST FOR SELECTION OF DIGITAL MARKETING & SALES AGENCY FOR UTKALIKA

TERMS OF REFERENCE

1. Introduction- Utkalika

- 1.1. The Odisha State Co-operative Handicrafts Corporation Ltd. under the brand name of Utkalika is a State level apex society under the administrative control of Handlooms, Textiles & Handicrafts Department, Govt. of Odisha.
- 1.2. Utkalika was set up in the year 1959 with the objective to organise and promote various handicrafts on a commercial basis. Along with handicrafts, Utkalika also promotes handlooms.
- 1.3. Utkalika sources handicrafts items and handloom products from the artisans and weavers of the state and executes marketing of these products both in and outside the country.
- 1.4. The corporation undertakes export of Handicrafts of Odisha, manages sales emporiums at suitable locations, participates in trade fairs, exhibitions and undertakes promotional measures of any other kind in other states of India with market potential.
- 1.5. It also undertakes developmental activities such as the opening of the raw-material banks, issue of Photo I. Card, Skill training, Product development programmes, GI Registration, etc.
- 1.6. It has 17 branches inside and outside the state. The details are mentioned in Annexure VIII
- 1.7. It has an e-commerce website and also sales via third-party websites such as Flipkart, & Go-coop.

2. Objective

- 2.1. Utkalika intends to select and engage a digital marketing & sales agency at a reasonable cost and with good quality to:
 - 2.1.1. Increase e-commerce market and sales
 - 2.1.2. Increase the digital presence of Utkalika
 - 2.1.3. Suggest pricing & procurement as per data backed research
 - 2.1.4. Increase e-commerce market capture of the Utkalika e-commerce website
 - 2.1.5. Increase brand collaborations and cross-marketing
 - 2.1.6. Increase number of third-party e-commerce collaboration
 - 2.1.7. Develop digital catalogues for all product categories and crafts

3. Duration

- 3.1. The duration of engagement will be for a period of 24 months divided into two 12-month plans.
- 3.2. The deliverables and financials for the two 12-month plans will be separate.
- 3.3. The partnership with the digital marketing & sales agency may be extended as per project timelines
- 3.4. Further continuation of the engagement will be explored on mutual terms & conditions.

4. Scope of Work

- 4.1. The digital marketing & sales agency would be required to provide end-to-end services for all aspects of the scope of work for duration of approximately 24 months.
- 4.2. The quantifiable deliverables will be different across the first 12-month period and the second 12-month period.
- 4.3. The detailed scope of work for the first 12 months, which inter alia includes but is not limited to is the following:

The scope of work has been divided across 5 segments which need to be adhered to while working on-ground in the cluster:

 - 4.3.1. Research and analysis
 - 4.3.2. Digital awareness and brand presence

- 4.3.3. Sales
- 4.3.4. Collaborations
- 4.3.5. Cataloguing

4.4. **Research and analysis**

4.4.1. Market trend & Forecast

- 4.4.1.1. Forecast trends as per market need as mentioned in national/ international forecast forums.
- 4.4.1.2. Forecast for a minimum of 2 seasons(9 to 12 months) in advance
- 4.4.1.3. *Quantifiable deliverables*
 - 4.4.1.3.1. Market trend report-2

4.4.2. Market Rates & Procurement

- 4.4.2.1. Analyse market trends and suggest suitable procurement accordingly for all crafts and weaves
- 4.4.2.2. Suggestions for procurement may be made 2 seasons in advance for proper procurement.
- 4.4.2.3. Suggest market rates as per differential markups for different platforms for products as per market analysis.
- 4.4.2.4. Quantifiable Deliverables
 - 4.4.2.4.1. Quarterly procurement strategy & pricing suggestions taking into account existing inventory

4.4.3. E-commerce trends

- 4.4.3.1. Analyse e-commerce trends and needs to enhance the Utkalika buying experience
- 4.4.3.2. *Quantifiable deliverables*
 - 4.4.3.2.1. Quarterly e-commerce trends report

4.5. **Digital Awareness & Brand Presence**

4.5.1. Develop E-commerce website

- 4.5.1.1. Strengthen the e-commerce website into an experience driven website at par with the best brands online
- 4.5.1.2. Add features and sections to the website as required
- 4.5.1.3. Execute search engine optimization, ad words, etc.
- 4.5.1.4. *Quantifiable deliverables*
 - 4.5.1.4.1. Number of features added- 5 minimum

4.5.2. Establish Utkalika brand online

- 4.5.2.1. Establish brand presence across all social media platforms
- 4.5.2.2. Promote brand across all platforms
- 4.5.2.3. All promotions to direct consumers to Utkalika website
- 4.5.2.4. Run campaigns on all digital media platforms
- 4.5.2.5. Collaborate with influencers, brands bloggers, digital papers, etc.
- 4.5.2.6. Plan ads and any other paid promotions
- 4.5.2.7. Cross-market with other brands on social media
- 4.5.2.8. Execute online-offline campaigns
- 4.5.2.9. Execute photography/videography across districts as required.
- 4.5.2.10. *Quantifiable deliverables*
 - 4.5.2.10.1. Establish Facebook, Instagram, Twitter, YouTube, Pinterest, etc. accounts
 - 4.5.2.10.2. Increase followers, likes, comments, shares, etc.
 - 4.5.2.10.3. Increase website landing page conversion to boost sales
 - 4.5.2.10.4. Number of campaigns per month- 2 minimum
 - 4.5.2.10.5. Collaborations- 1 minimum per campaign
 - 4.5.2.10.6. Brand cross marketing- 1 minimum per month
 - 4.5.2.10.7. Online-offline campaigns- 1 minimum per month

4.6. Collaborations

4.6.1. Third-Party e-commerce

- 4.6.1.1. Increase traffic to Utkalika pages of third-party websites
- 4.6.1.2. Increase number of third-party website collaborations
- 4.6.1.3. Execute special digital campaigns to increase sales via third- party websites
- 4.6.1.4. Coordinate with all third-party websites for all aspects of collaboration
- 4.6.1.5. Execute all photography, data entry, etc for third party collaboration

4.6.1.6. *Quantifiable deliverables*

- 4.6.1.6.1. Third Party collaborations- 2 in 12 months minimum
- 4.6.1.6.2. Third-party digital campaigns- 1 every 2 months minimum

4.6.2. International Third-Party e-commerce

- 4.6.2.1. Establish international collaborations with existing third-party websites
- 4.6.2.2. Execute special digital campaigns to increase sales via international third- party websites
- 4.6.2.3. Coordinate with all third-party websites for all aspects of collaboration
- 4.6.2.4. Execute all photography, data entry, international laws, shipment rules etc. for third party international collaboration

4.6.2.5. *Quantifiable deliverables*

- 4.6.2.5.1. International third-party collaborations- 1 in 12 months minimum
- 4.6.2.5.2. International third-party digital campaigns- 1 every month after collaboration minimum

4.7. Sales

Sl. No.	Sales Platform	First 12-month plan	Second 12-month plan	
4.5.1.	Utkalika e-commerce website	50 lakhs	Minimum 20% increase over first 12 months sales value	
4.5.2.	Third party website	30 lakhs	Minimum 30% increase over first 12 months sales value minimum	
4.5.3.	International third-party e-commerce	10 lakhs	Minimum 50% increase over first 12 months sales value minimum	
4.5.4.	Old Stock	100% clearance	100 % clearance	Adhering to rules and regulations of Utkalika

4.5.5. The total order value will be distributed across all crafts and weaves. The percentage of expected sales per craft/weave will be mutually pre-decided at the onset of the project so that no single craft makes up for more than 20% of the total sales value.

4.5.6. If the total value of orders surpasses the minimum value as mentioned under Pt. 4.7. a commission-based payment will be undertaken for the surpassed value only. The expected % of commission should be mentioned in the financial bid document. The commission % will not be considered for the evaluation of the financial bid.

4.8. Backend Logistics

4.8.1. Cataloguing

- 4.8.1.1. Category based product catalogues
- 4.8.1.2. Craft based product catalogues

- 4.8.1.3. Contextual photography for catalogues
- 4.8.1.4. E-commerce friendly product descriptions
- 4.8.1.5. *Quantifiable deliverables*
- 4.8.1.6. Digital catalogue- 1 per product category as decided by Utkalika.
- 4.8.1.7. Digital catalogue- 1 per craft
- 4.8.2. Logistics Portal
 - 4.8.2.1. Establish backend logistics to ensure smooth shipment in a pre-decided area
 - 4.8.2.2. Logistics portal to incorporate all aspects of shipping, returns, exchanges, packaging, etc. as needed for e-commerce
 - 4.8.2.3. Logistics portal to incorporate all guidelines to be followed for third party and international orders
 - 4.8.2.4. Logistics portal to incorporate post-sales feedback mechanism
 - 4.8.2.5. Logistics portal to be based out of Utkalika premises.
 - 4.8.2.6. *Quantifiable deliverables*
 - 4.8.2.6.1. Logistics portal- 1 minimum
 - 4.8.2.6.2. Sales feedback mechanism- 1 minimum
- 4.8.3. Packaging & content
 - 4.8.3.1. Develop a packaging plan for all crafts and weaves. (No execution of packaging)
 - 4.8.3.2. Packaging plan to incorporate all guidelines to be followed for third party and international packages
 - 4.8.3.3. Develop content for all crafts and weaves. (No execution of content cards)
 - 4.8.3.4. *Quantifiable Deliverables*
 - 4.8.3.4.1. Packaging designs- As many as needed as per craft and product category
 - 4.8.3.4.2. Packaging content- 2 per craft

5. Eligibility Criteria

The agency, registered under the relevant acts, has to fulfill the below mentioned eligibility criteria:

- 5.1. The agency must have past experience in working with handicrafts & handlooms, digital marketing/e-commerce at a national and international level with govt. & non-govt. organizations.
- 5.2. The turnover of the agency for each financial year 2018-19, 2019-20 should be at least INR 100 cr.
- 5.3. The agency must have undertaken a minimum of 1 assignment in the handicrafts & handlooms sector with a state govt./central govt./ PSU in the past 5 years up to March 2021
- 5.4. The agency must have undertaken a minimum of 3 similar assignments in digital marketing/ e-commerce in the past 5 years up to March 2021
- 5.5. The agency must have undertaken a minimum of 1 assignment which included international brand collaborations in the past 2 years up to March 2021.
- 5.6. The agency should have the at least 50 employees on its payroll as of March 2021 that look after digital marketing/media/communication.

6. Terms and condition for applying

- 6.1. This bid document will be received by the H.O. of Utkalika up to dt.24.09.2021 (5.00 pm) in sealed cover superscribed "**Expression of Interest for Selection of Digital Marketing & Sales Agency for Utkalika**" (containing sealed technical bid and financial bid in separate sealed covers).
- 6.2. The agencies must submit their proposal by **Speed Post/ Registered Post/ Courier only** to the address as specified at **Sl.No. 11 of the DATA SHEET** during the office hour only on or before the last date and time for submission of proposal as specified at **Sl.No. 4 of the DATA SHEET**. Submission of proposal through any other mode and late bid will be rejected. The client will not be responsible for postal delay/ any consequence in receiving of the proposals.
- 6.3. The agency shall deposit earnest money as prescribed in the EOI as a guarantee of good faith. The amount will be counted towards security for due performance of the contract. In the event of

refusal to execute the agreement in schedule time, the same will be forfeited. If the offer of the agency is not accepted, the earnest money will be refunded without any interest.

- 6.4. The above deposit of agency shall remain as security for the due rendering of services. On successful completion of the event, the same will be refunded as per agreement.
- 6.5. The agency may contact Managing Director, Utkalika to obtain any information they may consider necessary before submission of the bid documents. This may be done on their own expenses.

7. Selection of the Digital Marketing & Sales Agency

- 7.1. The agency will be selected on the basis of Quality cum Cost Based Selection (QCBS) mode with weightage ratio 70:30 (Technical: financial) assessed by the designated committee.
- 7.2. The technical bid will be opened first by a designated committee on a pre-decided date and time.
- 7.3. The bidders will be called for interaction with the Evaluation committee where they will present their credentials as a digital marketing & sales agency for Utkalika
- 7.4. The bidders will be required to present strategy, methodology, capacity to achieve deliverables in their submitted presentation in front of the Evaluation committee for evaluation.
- 7.5. The bidders will be notified of the technical bid results via email.
- 7.6. The qualified bidders will be notified about the financial bid opening date and time via email.
- 7.7. The financial bid of the qualified bidders only will be opened thereafter by a designated committee on a pre-decided date and time
- 7.8. The qualified bidders will be notified of the selection results via email.

8. Technical Bid

- 8.1. The bidder has to submit the Technical Bid in the prescribed format i.e., covering letter and other information as per the “Annexure-IV” along with following documents fulfilling the eligibility criteria.
 - 8.1.1. Demand Draft of Rs. 1000/- (Rupees One Thousand) only in favour of “Odisha State Co-op. Handicrafts Corporation Ltd.”, drawn in any scheduled commercial bank payable at Bhubaneswar towards bid document cost.
 - 8.1.2. Earnest Money in form of a demand draft of Rs. 10,000/- (Rupees Ten Thousand) only in favour of “Odisha State Co-op. Handicrafts Corporation Ltd.”, drawn in any scheduled commercial banks payable at Bhubaneswar.
 - 8.1.3. Valid registration certificate of the bidder towards its constitution.
 - 8.1.4. GST Registration Certificate and up-to-date returns of the last two assessment years (i.e. 2019-20, 2018-19)
 - 8.1.5. CA certified Balance Sheet & Documents to be furnished regarding the turnover for the last two assessment years (i.e. 2019-20, 2018-19)
 - 8.1.6. Copy of PAN Card and up to date return copy of Income Tax for the last two assessment years (i.e. 2019-20, 2018-19)
 - 8.1.7. Power of Attorney in favour of the person signing the bid on behalf of the bidder.
 - 8.1.8. All documents as required to show proof of work against points mentioned under Pt. 5.
 - 8.1.9. Detailed profile of the bidder including the list of manpower as requested under Pt. 5.6.
 - 8.1.10. Undertaking that no criminal case is pending with the police at the time of submission of bid. (Annexure-I).
 - 8.1.11. Undertaking in shape of affidavit for not have been blacklisted by any Central/ State Govt./ any autonomous bodies during the recent past (Annexure-II).
 - 8.1.12. Undertaking regarding trueness and correctness of the information submitted by the firm (Annexure-III).
 - 8.1.13. The bid submission checklist (Annexure-VII).
- 8.2. All the bidders shall be required to make presentations of maximum twenty minutes to demonstrate their credentials and the relevant concepts for the scope of work listed under Pt. 4.

The soft copy & hardcopy of the PPT to be submitted in the technical bid. The presentations shall broadly cover the following aspects.

- 8.2.1. Methodology for research
- 8.2.2. Brief digital media plan- Expected figures for deliverables listed under Pt. 4.5.2.10.
- 8.2.3. Brief sales plan
- 8.2.4. Brief collaborations plan
- 8.2.5. Deliverables and time schedule
- 8.2.6. Profile of manpower to be associated with the project
- 8.2.7. Cumulative product sale order value via digital platform still March'2021 in of bidder
- 8.2.8. Example of previous assignments and specific achievements if any.
- 8.3. Anyone found guilty of furnishing false information shall be blacklisted by the H.T.&H. Department, Govt. of Odisha and EMD or performance bank guarantee or both of such agencies shall be forfeited.

9. Evaluation of Technical Bids

- 9.1. The technical bid will be evaluated on the basis of bid documents submitted by the bidders and presentation before the committee considering all aspects of eligibility criteria and experience.
- 9.2. The Technical Bid scoring (TBs) of bidders shall be as per the mark scoring methodology of QCBS method. The committee members/ technical team shall assess the technical presentation and assign marks.

9.3. Scoring Method:

Description of components for marking	Scoring mode	Max. Marks
Turn Over	INR 100 cr.- 10 marks INR 100 cr. above- 5 marks Maximum marks- 15	15
Details of manpower	50 employees on its payroll as of March 2021 that look after digital media/marketing/communications. - 10 marks	10
Past Work experience: Nos of similar projects undertaken	1 similar assignment with central govt/state govt/ cottage emporiums in the past 5 years up to March 2021-10 marks More than 1 assignment- 5 marks Maximum marks- 15	15
Past Work experience: Nos of similar projects undertaken	3 similar assignments in digital marketing/ e-commerce in the past 5 years up to March 2021- 10 marks More than 3 assignment- 5 marks Maximum marks- 15	15
Past Work experience: Nos of similar projects undertaken	1 assignment which included international brand collaborations in the past 2 years up to March 2021- 10 marks More than 1 assignment- 5 marks Maximum marks- 15	15
Presentation	Presentation as mentioned under Pt. 8.2	30
Total		100

9.4. Bench Mark Score

- 9.4.1. The bidder is required to achieve a minimum score of 70 marks (Bench Mark Score).
- 9.4.2. The bidder securing less than the Bench Mark score will be rejected outright. Only those bidders that have achieved at least the Bench Mark Score in "Technical Bid" evaluation will qualify for opening of their Financial Bids.

9.5. Financial Bid

- 9.5.1. The **Financial Bid** shall be the lump-sum quote including GST for the scope of work mentioned in the EOI Bid Documents to be submitted in the prescribed format (Annexure-V) which is to be submitted with the prescribed Covering Letter as per the Annexure-VI)
- 9.5.2. The financial bid provided should be inclusive of all costs for execution of all services as mentioned under scope of work under Pt. 4.
- 9.5.3. The financial bid should be provided separately for the first 12-month plan and the second 12- month plan.
- 9.5.4. The financial bid for the first 12-month plan should be provided for all deliverables as mentioned under scope of work under Pt. 4.
- 9.5.5. The financial bid for the second 12-month plan should be provided for all deliverables as mentioned under Pt. 4 with an average escalation of 20%. The specific escalation of sales deliverables will be as mentioned under Pt. 4.7.
- 9.5.6. If the total value of orders surpasses the minimum value as mentioned under Pt. 4.7. a commission-based payment will be undertaken for the surpassed value only. The expected % of commission should be mentioned in the financial bid document. The commission % will not be considered for the evaluation of the financial bid.

9.6. Evaluation of Financial Bids

- 9.6.1. The Financial Bids in respect of the qualified bidder in achieving the bench mark score of **70 marks** in "Technical Bid" would be opened on the scheduled date and time.
- 9.6.2. The lowest financial bid will be given a **Financial Bid score (FBs)** of 100 Marks. The final score of other FBs will be computed as follows

$$\text{FBsl} = \frac{100 \times \text{FBs}}{\text{F1}}$$

F1

(F1 = amount of financial bid of corresponding participant)

9.7. Combined and final Evaluation

- 9.7.1. The offers of the qualified bidders will be finally ranked according to their combined Technical Bid Scores and financial Bid Score as follows:

$$\text{CS} = \text{TBs} \times \text{Tw} + \text{FBs} \times \text{Fw}$$

- 9.7.2. Where CS is the combined score and Tw & Fw are weightages assigned to Technical Bid and Financial Bid score that shall be 0.70 & 0.30 respectively i.e in the weightage ratio of 70:30. **Selection of the bidder shall be solely basing on the highest combined score (CS).**

10. Terms & Conditions for selected bidder:

- 10.1. Selected bidder has to abide by any conditions / alterations as imposed by the authority time to time.

- 10.2. Utkalika will take a monthly review for all work assigned to the selected bidder. The scope of work and deliverables will be divided in a per month format at the onset of the project.
- 10.3. The selected bidder will nominate a coordinator who shall be responsible for immediate interaction with the office as and when required.
- 10.4. Utkalika will provide bare minimum space and furniture subject to availability for the selected bidder to work in the office. All equipment needs to be provided by the selected bidder.
- 10.5. If any loss or damage is caused the same shall be recovered from the unpaid bills or adjusted from the performance security deposit.
- 10.6. Applicable income tax shall be deducted at source from all accepted payments, in accordance with the provisions of Income Tax Act, 1961 as amended from time to time.
- 10.7. Utkalika would not be responsible for providing lodging and boarding in Bhubaneswar or elsewhere in the state. Arrangements must be made by selected bidder.
- 10.8. The selected bidder may be engaged for other projects under the HT&H dept. on similar terms and conditions after mutual negotiation.
- 10.9. Performance Bank Guarantee: The selected bidder shall have to sign an agreement in Non-Judicial Stamp paper of appropriate value with deposit of 10% of the contract value in shape of Performance Bank Guarantee towards performance security within 3 days after acceptance of the EOI proposal.
- 10.10. The Performance Security includes the amount deposited at EMD with the EOI document.
- 10.11. Failure to comply with the conditions of the agreement shall constitute sufficient ground for the forfeiture of the PBG.
- 10.12. No interest shall be paid on the PBG. The PBG shall be refunded after successful completion of the event.
- 10.13. In case of breach of any terms & conditions, the performance security deposit of the selected bidder shall be liable to be forfeited besides annulment of the agreement.
- 10.14. Contract Negotiation, if required will be held at a date, time and address under intimation to the selected bidder. Representative conducting negotiations on behalf of the bidder must have written authority to negotiate and conclude a contract.

11. Mode of Payment:

- 11.1. No advance will be paid to the agency for the work.
- 11.2. The contract value for the first 12-month plan will be divided into phases- I& II
- 11.3. The terms for the release of payment are as follows:
- 11.4. Phase I- 60 % of the contract value
 - 11.4.1. 10% of phase I shall be paid by Utkalika on completion, submission & approval of on research and analysis as mentioned in the scope of work.
 - 11.4.2. 10% of phase I shall be paid by Utkalika on completion, submission & approval of the digital presence and brand awareness plan as mentioned in the scope of work.
 - 11.4.3. 30% of phase I shall be paid by Utkalika on completion, submission & approval of the digital presence and brand awareness deliverables for the first 12 months.
 - 11.4.4. 10% of phase I shall be paid by Utkalika on completion, submission & approval of the collaborations for the first 12 months as mentioned in the scope of work.
 - 11.4.5. 30% of phase I shall be paid by Utkalika on completion, submission & approval of the sales figures for the first 12 months as mentioned in the scope of work
 - 11.4.6. 10% of phase I shall be paid by Utkalika on completion, submission & approval of backend logistics for the first 12 months as mentioned in the scope of work.
- 11.5. Phase II- 40% of the contract value
 - 11.5.1. Phase II shall be paid after deduction of penalty if any within 45 days of approval of the final report for the first 12 months

- 11.6. In case of failure to achieve 100% of each deliverable, the payment will be paid in accordance to the percentage achieved.
- 11.7. Deduction of tax at source, if applicable, shall be made at the appropriate rate, as per the prevailing law at the time of payment.
- 11.8. All payments will be done against submission & approval of report and followed by submission of invoice.
- 11.9. If the total value of orders surpasses the minimum value as mentioned under Pt. 4.7. a commission-based payment will be undertaken for the surpassed value only. The expected % of commission should be mentioned in the financial bid document. The commission % will not be considered for the evaluation of the financial bid.

12. Governing Law and Penalty Clause:

- 12.1. The schedule given for delivery is to be strictly adhered to in view of the strict time schedule.
- 12.2. Any unjustified and unacceptable delay in delivery shall render the selected bidder liable for cancellation of the contract for pending activities and complete the same from any other agency.
- 12.3. Utkalika may deduct such sum from any money from their hands due or become due to the selected bidder.
- 12.4. The payment or deduction of such sums shall not relieve the selected bidder from the obligations and liabilities under the contract of prevailing laws of Government of India/ Government of Odisha.
- 12.5. Failure on selected bidder's part to furnish the deliverables as per the agreed time line will enforce a penalty @ 1% per week subject to maximum of 10% of the total contract value. The amount will be deducted from the subsequent payment. In addition, the Performance Bank Guarantee amount shall also be forfeited.
- 12.6. The decision of the authority placing the contract, whether the delay in development has taken place on account of reasons attributed to the selected bidder shall be final. The authority reserves the right to reject any or all the offers without assigning any reason thereof.
- 12.7. Any dispute arising out of the EOI, the decision of the Commissioner- cum- Secretary to Government, Handlooms, Textiles and Handicrafts Department, Government of Odisha shall be final & binding.

Annexure-I

UNDERTAKING

(On the Bidder's Letter Head regarding not have any pending judicial proceedings for any criminal offence)

I, hereby undertake that there is no criminal case pending in any Court of Law against our agency or against the Proprietor/Director/Persons to be deployed by our agency.

I/we further certify that Proprietor/Director/Persons to be deployed by our company have not been convicted of any offence in any Court of Law during the recent past. I understand that I am fully responsible for the contents of this undertaking and its truthfulness.

Yours sincerely,

Authorized Signature
(in full and initials)

Name and Designation of the Signatory:

Name of the Bidder and Address:

Annexure-II

UNDERTAKING

(On the Stamp Paper of appropriate value in shape of affidavit from the Notary regarding non-blacklisting)

I, hereby undertake that, our agency has not been blacklisted/debarred by any of the Central Government/State Government Department/Office or by any Public Sector undertaking (PSUs) and not blacklisted by any authority during the recent past.

Yours sincerely,

Authorized Signature
(in full and initials)

Name and Designation of the Signatory:

Name of the Bidder and Address:

Annexure-III

UNDERTAKING

(On the Bidder's Letter Head regarding trueness of the submitted information)

I hereby declare that all the information and statements provided in the technical proposal are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our proposal.

Yours sincerely,

Authorized Signature
(in full and initials)

Name and Designation of the Signatory:

Name of the Bidder and Address:

Annexure-IV

TECHNICAL BID COVERING LETTER
(ON BIDDER LETTER HEAD)

[Location Date]
To
[Name and Designation of
Tender Inviting Authority]
(Office Address and Location]

Sub:- Tender for Selection of Digital Marketing & Sales Agency for Utkalika (Technical Proposal).

Sir,

I, the undersigned, offer to participate in the tender process to provide services in accordance with your EOI Notice No.: _____ Date _____. We are hereby submitting our proposal, which includes Technical Proposal sealed in an envelope.

I, hereby declare that all the information and statements provided in the technical proposal are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our proposal.

I, hereby unconditionally undertake to accept all the terms and conditions as stipulated in the EOI document. In case any provision of this tender is found violated by our agency, then your office shall have the rights to reject our proposal including forfeiture of the total earnest money deposit.

Yours faithfully,

Authorized Signatory
with Date and Seal

Name and Designation of the Signatory:

Name of the Bidder and Address:

Sl. No	Specification	Details
1	Name of the Bidder	
2	Details of Bid Document Cost (Demand Draft Details)	DD No:
		Date:
		Amount(Rs.)
		Drawn on Bank.
3	Details of EMD: (Demand Draft Details)	DD No:
		Date:
		Amount(Rs.)
		Drawn on Bank.
4	Name of the Director/Proprietor	
5	Full Address of Registered Office if any	Postal Address:
		Telephone No.
		FAX No.
		E-Mail Address
6	Name & telephone number of the authorized person signing the bid	
7	Bank Name	Account Number:
		Bank and Branch Name:
		IFSC Code
8	PAN No.(Attach self attested copy)	
9	GSTIN (Attach self attested copy)	
10	Acceptance to all the terms & conditions of the tender(Yes/No)	
11	Power of Attorney/authorization letter for signing of the bid documents (submitted/ not submitted)	
12	Please submit an undertaking that no criminal case is pending with the police at the time of submission of bid. (submitted/ not submitted)	
13	Kindly mention the total number of pages in the tender document	
14	No. of Samples of Previous Work done	

15. Details of the similar type service provided by the bidder in last 5/3/2 years as requested in the eligibility criteria:

Period	Name of Authority with complete address & Phone No.	Type of services provided with details of manpower/machinery deployed	Contract Amount (in INR)	Duration	
				From	To

16. Financial Turnover of the bidder for the last 2 financial years.

Financial Year	Turn over Amount (in INR)	Average Turnover (in INR)
FY2 (2019-20)		
FY3 (2019-18)		

17. Declaration

I, Shri _____, Son/Daughter/Wife of Shri _____ Proprietor/Director/ Authorized signatory of _____ (Name of the Service Provider), competent to sign this declaration and execute this tender. I have carefully read and understood all the terms and conditions of the tender and undertake to abide by them.

The information and documents furnished along with the tender are true and authentic to the best of my knowledge and belief. I am well aware of the fact that, furnishing of any false information/fabricated document would lead to rejection of our tender at any stage besides liabilities towards prosecution under appropriate law.

(Signature of Authorized Representative with seal)

Place: _____

Date _____

Enclosures:

- i. Bid processing Fee in the form of Demand Draft in original.
- ii. EMD in the form of Demand Draft in original.
- iii. Copy of tender document (each page must be signed and sealed)
- iv. Duly filled Technical Bid
- v. List of Documents as applicable.

Annexure-V

FINANCIAL BID COVERING LETTER
(ON BIDDER LETTER HEAD)

[Location Date]

To
[Name and Designation of
Tender Inviting Authority]
(Office Address and Location]

Sub:- Tender for Selection of Digital Marketing & Sales Agency for Utkalika(Financial Proposal)

Sir,

I, the undersigned, offer to provide the services for (*insert title of the Service*) in accordance with your EOI No.: _____ Dated _____. Our attached financial price is *{insert amount(s) in words and figures} for the proposed service}*. This amount is inclusive of the taxes applicable as per GST Act. I do hereby undertake that, in the event of acceptance of our bid, the services shall be provided in respect to the terms and conditions as stipulated in the tender document.

Our financial proposal shall be binding upon us subject to the modifications resulting from contract negotiations. I have carefully read and understood the terms and conditions of the tender to provide the services accordingly.

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

I remain,

Yours faithfully,

Authorised Signatory
(in full and initials)

Name and Designation of Signatory with Date and Seal: _____

Address of the Bidder: _____

FORMAT FOR FINANCIAL PROPOSAL

Name of the Project	Financial Quote <i>Amount in Figure & Word</i> <i>(Inclusive of GST as applicable)</i>
Fees for the services as Digital Marketing and Sales Agency for Utkalika for the first 12-months plan	
Fees for the services as Digital Marketing and Sales Agency for Utkalika for the second 12-months plan	A
Commission %	u t h o r i s

Authorized Signatory
(In full and initials)

Name and Designation of Signatory with Date and Seal: _____

Address of the Bidder: _____

BID SUBMISSION CHECK LIST

SL.NO	Description	Submitted (Yes/No)	Page No.
TECHNICAL BID (ORIGINAL)			
1	Covering letter along with information in Bidders Letter Head		
2	Bid Processing Fee (Demand Draft)		
3	EMD (Demand Draft)		
4	Copy of Incorporation/Registration Certificate		
6	Copy of the GST Registration Certificate and return copy for last 2 years till March 2020		
7	Copy of PAN Card and up to date return copy of Income Tax for the last two assessment years (i.e., 2019-20, 2018-19)		
8	Audited balance sheet of the firm for last two years (i.e., 2019-20, 2018-19)		
9	Official turnover of the firm for the last two years (i.e., 2019-20, 2018-19)		
10	The copy of completion certificates/ work orders in support of executing similar kind of projects/ assignments for past 5/3/2 years up to December'2020		
11	Power of Attorney in favour of the person signing the bid on behalf of the bidder.		
12	Undertaking for not have been black-listed by any Central/State Govt/any Autonomous bodies during the recent past		
13	Undertaking for not having any judicial proceedings pending against the bidder in the court of law.		
14	Undertaking regarding trueness of information submitted.		
15	Detailed profile of the firm including the list of manpower & their qualification		
16	Presentation Soft copy & Hard copy		
FINANCIAL BID (ORIGINAL)			
1	Covering Letter in Bidders Letter Head		
2	Duly filled in Financial Bid		

It is to be ensured that:

All information have been submitted as per the prescribed format only.

Each part has been separately bound with no loose sheets and each page of all the three parts are page numbered along with Index Page.

All pages of the proposal needs to be sealed and signed by the authorised representative.

Authorised Signatory (in full and initials): _____

Name and Designation with Date and Seal: _____

Annexure VIII**Utkalika Branch Details**

Sl. No.	Inside the State	Outside the State
1	Utkalika, Market Building, Unit-2, Bhubaneswar	Utkalika, B.K.S. Marg, New Delhi
2	Utkalika, Jail Road, Cuttack	Utkalika, Forgussion College Road, Pune.
3	Utkalika, Sea Beach Road, Puri – 1.	Utkalika, Shop No. 1, Odisha Bhawan, Vasi, Navi Mumbai
4	Utkalika, Debottar Market Complex, Jeypore, Koraput	Utkalika, Residence Road, Bangalore – 25
5	Utkalika, V.S.S. Marg, Sambalpur	Utkalika, Shaifabad, Hyderabad-4.
6	Utkalika, Sector-5, Rourkela-2.	Utkalika, C.I.T. Market Complex, Garhiahat Road, Kolkata-68
7	Utkalika, Pipli Main Road, Pipli	
8	Utkalika, Biju Patnaik International Airport, Bhubaneswar	
9	Utkalika, Near Bus Stand, Angul	
10	Utkalika, Redcross Bhawan, Sambalpur	
11	Utkalika, Biju Patnaik International Airport (Terminal-II), Bhubaneswar	