

Request for Proposal (RFP)
for
**Selection of an Agency for Public Relations for Startup
Odisha, MSME Department, Government of Odisha**



Ref No: SO/N/2022-23/65/550, dated: 21.10.2022

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Schedule of RFP Process

Startup Odisha invites Proposals for “**Request for Proposal (RFP) For Selection of an agency for Public Relation, Multimedia Content Development & Digital Media Marketing for Startup Odisha, MSME Department, Government of Odisha**”

Interested firms/ parties / agencies are advised to download and study the RFP document carefully and must satisfy all eligibility conditions stated in **Clause 4** of this document in this regards from website <https://startupodisha.gov.in>

Table 1

Important Dates and Information

Office of issue	Startup Odisha, MSME Department, Government of Odisha
Date of issue	22.10.2022
Last date and time of receiving queries to be sent to startup.odisha@gov.in . Format for sending queries attached in Annexure-IX	15.11.2022, 11:00 AM
Pre-bid meeting through Video Conferencing (link will be shared later)	01.11.2022, 3:30 PM
Last date and time for submission of bids	15.11.2022 at 01.00 PM
Date and time for technical bid opening and Technical presentation	15.11.2022 at 01.30 PM
Date, time for Financial bid opening	15.11.2022 at 05.00 PM
Venue	2 nd Floor Tower-A, Odisha Startup Incubation Centre, SEZ Road, Bhubaneswar-751024

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1. INTRODUCTION

- 1.1. Startup Odisha, MSME Department, Government of Odisha aims to develop Odisha as the best Startup Hub in the country. Concerted efforts are being put in place by Startup Odisha to position the state prominently in the national and international Startup forum. In this background, Startup Odisha has decided to enhance its media presence and expand its digital reach in promoting the Startup potential of the state with the global and national startup ecosystem in a holistic manner.
- 1.2. Accordingly, Startup Odisha invites application from reputed and experienced PR, Multimedia Content Development & Digital media marketing agencies (hereinafter referred to as “Agency”) to appoint for overall promotion of Odisha Startup in domestic and global markets for a period of three (3) years (hereinafter referred to as “contract duration”).
- 1.3. The engagement will be aimed towards promoting awareness of Startup Ecosystem of the state, increasing the number of Startup Recognition and targeting more potential Startup, Ecosystem Players & stakeholders.
- 1.4. Startup Odisha requires strategy driven PR, Multimedia Content Development & Digital media marketing initiatives and campaigning to market Odisha Startup’s brand message; specifically using PR techniques and online channels and targeting potential investors and enablers to Odisha and inculcating a sense of urgency to select State as their investment, business and production destination with support from state-based innovation ecosystem. This would primarily entail Public Relations, Multimedia Content Development, Digital Media Marketing Strategy formulation and Implementation to align key destinations to consumer preferences.
- 1.5. The PR & Digital Media Marketing strategy should focus on individuals/entities exploring different areas for innovation/starting up and leading them to the State of Odisha. It should also include promoting different innovation and manufacturing hotspots of the state for encouraging Large Enterprises, Multinational Corporations, Trusts, Foundations and Venture Capital Funds to consider setting up of incubators, accelerators, centres of excellence, prototyping sandboxes, tinkering labs and innovation parks.

¹Target Markets include:

Domestic: Gujarat, Kerala, Karnataka, West Bengal, Telangana, Andhra Pradesh, Jharkhand, New Delhi, , Maharashtra, Tamil Nadu, Chhattisgarh, , Assam, Goa, Uttarakhand, Rajasthan

International: USA, Israel, UK, Canada, China,, European Union Countries, Malaysia, Bangladesh, Korea, Singapore, C.I.S(Commonwealth Independent States), , Australia, New Zealand, Sri Lanka, UAE and any countries with identified innovation, R&D and Manufacturing Potential.

2. SCOPE OF WORK

The indicative list of activities to be undertaken would include the following (but

not limited to) :

2.1. Public Relations:

- 2.1.1. The Agency shall develop a monthly plan for PR activity in consultation with Startup Odisha and execute the same in a time-bound and systematic to ensure adequate visibility and promotion through print, electronic & social media both at domestic and international level. The monthly PR plan must be submitted to Startup Odisha in the last week of the previous month. The agency must ensure the following:
 - 2.1.1.1. Publication of at least 2 articles/major story (non-event specific stories) in a month from the State in any of the national edition of national print dailies viz. Times of India, Hindustan Times, Indian Express, New Indian Express, Economic Times & The Hindu, Business Line, The Telegraph, The Mint & Business Standard, as well as reputed regional dailies viz. Dharitri, Sambad, Pramay, etc. based on relevant news/ developments in the State and inputs from Startup Odisha. In addition, the agency shall also focus on proactive preparation and release of articles in reputed National or International magazines at least one every month. The plan should focus on Startup Magazines/Publications viz. YourStory, Inc42, Entrepreneur India, etc.
 - 2.1.1.2. Publication of at least 3 major relevant stories in a month from the State in top 5 (based on web traffic) news websites.
 - 2.1.1.3. Coverage of one interview with a startup, investor, strategic partner, incubator and ecosystem players every month in the form of print and digital articles
 - 2.1.1.4. The PR Agency will monitor print, electronic and online coverage of Startup Odisha and provide a report on a daily basis, analytics report on monthly basis and a comprehensive report on quarterly basis
- 2.1.2. The Agency shall prepare relevant multilingual content for press releases, news articles, messages, promotional articles, features and for publication as per requirement of Startup Odisha from time-to-time basis. The selected agency is required to translate the content to appropriate language and other vernacular languages if required.
- 2.1.3. The Agency shall explore opportunities for positively profiling Startup Odisha and its activities/projects on a regular basis in the mainstream media across platforms – print, electronic and online.
- 2.1.4. The Agency shall also work on relevant ideas and concepts currently in use of domestic and international startup and innovation ecosystems which would provide suitable leverage for the state across various platforms of media and community forums.
- 2.1.5. The Agency shall undertake tracking and analysis of relevant media coverage. It shall apprise Startup Odisha on key news and happening from leading news media houses, industrial and economic research sources and other reputed media on regular basis and monitor the presence of,

and discussions about, the State in all national and regional newspapers, magazines, TV channels, the inter-web, blogs and other channels of external communication at regular intervals.

- 2.1.6. The PR Agency will organise press conferences, as and when required.
- 2.1.7. The Agency shall be responsible for Startup Odisha brand reputation management and take proactive measures to counter negative press coverages within 24 hours of publish of such stories
- 2.1.8. The Agency shall put in place an efficient feedback system and also undertake preparation of detailed clippings docket on issues relevant to Startup Odisha on customized periodicity.
- 2.1.9. The Agency shall suggest Startup Odisha in building professional relationship with key media houses and industry bodies of interest to Startup Odisha. The Agency shall suggest innovative ideas, which if implemented, would have the potential to boost brand Startup Odisha.
- 2.1.10. Further, the Agency shall suggest options to Startup Odisha about participation in media/industry events of interest and shall provide PR related assistance for such events in which Startup Odisha decides to participate on its own.
- 2.1.11. Furthermore, the Agency shall create and implement communication strategies in the event of any negative coverage provided in any media house, regionally or nationally. The Agency shall also create damage control strategies in the event of any erroneous reporting by Startup Odisha or its stakeholders.

2.2. Multimedia Content Development

- 2.2.1. The Agency shall be responsible for creating and curating content for print, OOH, and digital media in consultation with and approval of Startup Odisha.
- 2.2.2. The Agency shall be responsible to develop content including text, picture, infographic, blogs, articles, audio-visuals, ensure live streaming of events on owned social channels, translations as per target markets, etc. as and when required, with impeccable spelling and grammar, with clear understanding of Startup consumer through thorough research. All the contents to be developed by the team shall be done in consultation with and approval of Startup Odisha.
- 2.2.3. The Agency shall be responsible for Content Creation, Curation and design of Startup Odisha periodic Newsletter, which shall also include User Generated Content.

2.3. Digital Media Marketing Strategy Formulation

- 2.3.1. The Agency shall be responsible for developing digital/social media marketing strategy based on website and social media gap analysis and forecast trends as per market needs/ demands as mentioned in national/ international Startup forums or as instructed by the media and communications team of Startup Odisha.

- 2.3.2. The Agency shall formulate and submit digital/ social media marketing strategy for execution of quarterly campaigns with campaign objectives set in consultation with Startup Odisha. Agencies are encouraged to consider the outcome objectives significantly given below when developing their proposal, and detail how each objective will be met.
- a. **Increased online awareness in target markets, measured by:**
 - i. Increase total number of unique visitors for Odisha Startup website by 10-20% every quarter with 50% of the visitors from target markets
 - ii. Increase total number of unique visitors across all existing, enhanced and created sites through Startup Odisha website by 20% every year
 - b. **Increased planning, inquiries, and transactions across the target market as a result of online channels, measured by:**
 - i. Increased number of enquiries made to Startup Odisha linked websites of Invest Odisha and other touch points through or as a result of visits to the online channels. Tracking mechanism to be set up and mapping of customer journey shall be submitted in monthly report
 - ii. Increased number of interactions through or as a direct result of visits to Startup Odisha website, microsite and or websites linked to the Startup Odisha website
 - iii. Verifiable increment of 5-10% YoY
 - c. **Odisha and Startup Odisha to appear in key word search, measured by:** Google and other search engines ranking relevant to destinations search in other Indian States with offerings similar to that of Odisha and other potential Startup destinations/hubs.
 - d. **Establish Startup Odisha Website amongst top 5 state Startup websites in India, measured by:** Comparative ranking of Odisha Startup with other states as per Alexa ranking
- 2.3.3. The Agency to identify value segments within target markets and digitally position Startup Odisha's core Startup propositions to reach and engage with these target segments.
- 2.3.4. The Agency to analyse market trends and needs to enhance the user experience on Startup Odisha website and App.
- 2.3.5. The Agency to analyse Startup campaigns run by other Indian States and target countries while formulating digital campaign strategies
- 2.3.6. The Agency to develop channel distribution strategy of taking Startup Odisha offering & message of Startup Odisha on Digital Media channels to reach identified segment to best suit the source market (e.g. Reddit, ProductHunt, Angellist, Search, sponsored promotions, etc.)
- 2.3.7. The Agency shall be responsible to Identify the right content and mediums (e.g., text based, video, infographic posts, picture posts etc.) for identified segments and align digital channels based on preferences of customer

segments. The activity of finalisation of contents and medium shall be done on regular basis (monthly or quarterly as feasible) in consultation with Startup Odisha.

2.4. Digital Media Marketing

- 2.4.1. The agency shall manage paid campaign launch, optimisation, and reporting. Keyword bidding and buying of relevant keywords for source markets (e.g., Programmatic Advertising, Google AdWords, Facebook Ads, etc.) including SEO marketing strategies.
- 2.4.2. The agency shall work in consultation with Website maintenance agency of Startup Odisha for any augmentation necessary for the website to ensure Website bounce rate remains below 30-35%.
- 2.4.3. The agency shall be responsible for carrying out innovative programme/ campaigns with bloggers/ industry partners who are having strong digital presence, to support & sustain digital brand image of Startup Odisha throughout the tenure as & when required. Recommended minimum 2 engagements in a quarter.
- 2.4.4. Startup Odisha may assign specific assignments related to promotion, digital content creation and gathering responses from target market segments (Startup segments) which shall not exceed more than 6 events in a year. Such custom curated events shall be subjected to quarterly review.
- 2.4.5. The agency shall be responsible for Online Reputation Management & Social Listening of Startup Odisha in Digital & Social Space. (Providing appropriate response for social media handles of Startup Odisha and other related platforms as per requirement from time to time.)
- 2.4.6. The Agency shall undertake Search Engine Optimization of Startup Odisha website & microsites that will include both organic and Inorganic techniques. (Keyword's analysis, off-page content, promotion, link exchange, free & paid directory submissions, free & paid press releases).

Note: (Monthly progress report shall be submitted by the agency within first week of every following month containing the above digital/social media activities)

- 2.5. Startup Odisha may assign additional scope within the ambit of PR, Multimedia Content Development and Digital Media Marketing to the agency, on need basis.
- 2.6. The Agency shall deploy a Project Manager at Startup Odisha, having qualification in MBA in Marketing or related subject with minimum 8 years of experience in handling all aspects of PR and/or Branding activity or related domain.
- 2.7. The Agency shall propose adequate off-site support team (Must be a Graduate degree / Post graduate diploma) for on-time delivery of the activities outlined in the Scope of work. The offsite team should have Minimum 3 years' relevant experience. The offsite team shall support the Project Manager on day-to-day activity for on time delivery of the assignment. The offsite team shall be available

for monthly/quarterly review meetings or any other meetings as required by Startup Odisha.

Note: The Agency shall submit the CV of the personnel proposed for the project as per Annexure VIII.

3. DELIVERABLES, TIMELINES AND PAYMENT SCHEDULE

The selected agency shall achieve the following deliverables:

Table 2

Deliverable, Timeline and Payment Schedule

Sl. No.	Deliverable details	Description	Timeline	Payment Schedule
1.	Public Relations	<p>Implementation of approved Monthly Plan as per clause 2.1</p> <ol style="list-style-type: none"> 1. Publication of at least 2 articles/major story (non-event specific stories) in a month from the State in any of the national edition of national print dailies viz. Times of India, Hindustan Times, Indian Express, New Indian Express, Economic Times & The Hindu, Business Line, The Telegraph, The Mint & Business standard based on relevant news/developments in the State and inputs from Startup Odisha. In addition, the agency shall also focus on proactive preparation and release of articles in reputed National or International magazines at least one every month. 2. Publication of at least 3 major relevant stories in a month from the State in top 5 (based on web traffic) news websites. 3. Coverage of one interview every month in the form of print/digital articles 	Monthly (36 months)	25% of contract value in 36 equal instalments
2.	Multimedia Content Development	Content Development Strategy for Multi-Media Channels according to scope details and its implementation	Monthly (36 months)	50% of contract value in 36 equal instalments

		<ol style="list-style-type: none"> 1. Submission of monthly content calendar plan 2. Implementation Report 		
3.	Digital Media Strategy Formulation	Submission and approval of detailed digital marketing plan and execution strategy as per clause 2.3	T + 30 Days	5% of contract value
4.	Digital Media Marketing & Management	<p>Achievement of monthly deliverables as per approved Digital Marketing Strategy and scope details as per clause 2.4</p> <ol style="list-style-type: none"> 1. Submission of Monthly progress report 	Monthly (35 months)	20% of Contract value in 35 equal instalments

Note:

1. "T" - Date of issue of Letter of Award (LoA)
2. Quarterly report shall be submitted in both hard and soft copy after incorporating changes suggested by Startup Odisha committee (if any). The report shall include detailed data and analysis for all activities and way forward.

4. MINIMUM ELIGIBILITY CRITERIA

To be eligible for pre-qualification and short-listing for evaluation of Technical and Financial Bid, the agency shall fulfil the following eligibility conditions.

4.1. General Eligibility Criteria:

- 4.1.1. The Agency should be an entity incorporated/ registered only under the Companies Act 2013 or a Limited Liability Partnership registered under the LLP Act 2008 or should be a Sole Proprietorship. The Agency must submit a proof of Registration of the legal entity (Certificate of Incorporation, PAN, GST registration certificate).
- 4.1.2. Indian subsidiary of any foreign company registered are also eligible.
- 4.1.3. The Agency should not be blacklisted by any Department/ Agency/ PSU in any State or Central Government of India as on date of submission of bid.

4.2. Technical Eligibility Criteria

The Agency should have successfully completed at least 1 (One) integrated Public Relations project for any Government / PSU / Corporate Startup Odisha with engagement fee not less than **INR 1 Crore** during the last 5 years. The components of the integrated Public Relations project (but not limited to) are:

- i. Developing content for press releases, news articles, features, etc., and ensure adequate visibility in national and regional media houses including social media.

- ii. Monitoring the presence of and discussions about Startup Odisha in National and regional media
- iii. Managing the brand reputation and countering negative press coverages
- iv. Social Media Marketing
- v. Multi-media Content Development and/or Branding

Note:

- a. Documentary proof (Work Order along with Completion Certificate with project citation).
- b. Self-declaration documents to fulfilment of Technical Eligibility criteria shall be rejected

4.3. Financial Eligibility Criteria

The Agency should have **Minimum Average Annual Turnover of INR 05 Crore** for the last 3 (Three) financial years (i.e., FY 2019 – 20, FY 2020 – 21, and FY 2021 – 22). Bidders recognized under Startup India (DPIIT), Startup Odisha or as an MSME under NSIC or relevant State government authorities are exempted from this criteria.

Note: *The Agency shall submit the CA certified Audited Balance Sheet and Profit & Loss Statement for the last 3 (Three) Financial Years in the Technical Proposal/Bid. Exempted entities shall submit the respective certification as documentary evidence for the same.*

5. BID EVALUATION CRITERIA (QCBS)

5.1. Only those Agencies who meet the **Minimum Eligibility Criteria** as per Clause 4 shall qualify for evaluation of the Technical bid and financial bids will be opened for those who qualify for the Technical bid. Evaluation of the Technical and Financial proposals will be based on Quality cum Cost Based Selection **(QCBS) mode with weightage of 80% and 20%** for technical and financial proposals, respectively.

5.2. Technical Evaluation

The Technical evaluation will include the evaluation of the Technical Proposal followed by Presentation, as specified below:

Table 3
Technical evaluation criteria

Sl.	Description	Requirements	Maximum Marks
A.	Technical Bid Evaluation		70
	Technical Sectoral & financial capabilities	I. The Agency should have an Average Annual Turnover of INR 10 Crore (10 marks) For each additional INR 5 Crore – 2.5 marks	15
		II. Successfully executed at least 1 (One) project for any Government / PSU / Corporate Startup Odisha having engagement fee not less than INR 1 Crore during last 5 years in a) Public Relations (5 marks) b) Digital Marketing (5 marks) c) Multi-media Content Development and Branding (5 marks) III. For similar projects successfully executed in Odisha for Government / PSU/ Corporate Startup Odisha during last 5 years in a) Public Relations (4 marks) b) Digital Marketing (3 marks) c) Multi-media Content Development and Branding (3 marks) <i>Note: Agencies may furnish single or multiple projects to fulfil requirements of Sl No II & III</i>	25

Sl.	Description	Requirements	Maximum Marks
		IV. Successfully executed at least 1 (One) similar project of Public Relations and/or Digital Media and/or Branding activity for any Investment/Trade Promotion Authority (any State/Centre Government), or any reputed Startup/Multinational Company having engagement fee not less than INR 1 Crore during last 5 years (10 marks). For each additional similar project (5 marks)	20
		V. Having a functional office in Odisha (10 marks) (Submit proof – rent agreement, electricity bill, telephone bill.)	10

Marking scheme for Technical Presentations would be as below:

B.	Presentation Score	30	
	Technical Presentation	<p>Approach & Methodology but not limited to the following</p> <ul style="list-style-type: none"> - Understanding Scope of Assignment (10 marks) - Overall plan for Startup Odisha focusing on Public Relations, Digital Media Marketing and Multi-media Content Development (10 marks) - Team Composition (5 marks) - Innovative ideas and suggestions (5 marks) 	30

Note:

1. Technical score (Ts) is calculated by adding the technical score (A) and technical presentation score (B).
2. The qualifying technical score (Ts) for opening of the financial bid is **70** out of 100

5.3. Financial proposal evaluation:

- 5.3.1. The financial bid of only those Agency who are shortlisted after technical evaluation.
- 5.3.2. Financial Score (Fs): The lowest total amount computed will be the F1 Agency and will get the highest, 20 marks. The other Agency will get marks in proportion to F1 score. Thus, if the quote of F1 is INR X and F2 is INR 2X, then F2 will get 10 marks.

- 5.3.3. Combined and Final Evaluation: Combined score (S) (technical score (Ts) plus financial score (Fs)) shall be calculated based on Technical and financial scores of the Agency as per QCBS system ($S = Ts + Fs$).
- 5.3.4. Selection of Agency: The Agency securing the highest combined score (S) would be the preferred Agency.

6. BID PROCESSING FEE

Non-refundable bid processing fee in the form of Demand Draft (DD) from any scheduled commercial bank in favour of “**Startup Odisha**”, payable at **Bhubaneswar** for **INR 25,000/- (Indian Rupees Twenty Five Thousand only)** is to be furnished by the Agency along with the Technical Proposal. Technical Proposal without bid processing fee (DD) shall be treated as non-responsive and rejected. No exemption from submission of Bid Processing Fee is allowed. **GST of 18% shall be applicable additionally on the Bid Processing Fee.**

7. EMD (EARNEST MONEY DEPOSIT)

Vide notification No. 8484/F, Dated 05/04/2022, FIN-COD-MISC-0007-2019 issued by Finance Department, Government of Odisha, there is no provision regarding “EMD”. However, for the same a self-declaration shall have to be filed by the bidder as provided in **Annexure – X**.

8. FORCE MAJEURE

For the Purpose of this contract, “Force Majeure” means an event which is beyond the reasonable control of the Startup Odisha. The terms "Force Majeure" as implied here in shall mean an act of God, War, Civil riots, fire directly affecting the performance of the contract, floods and Acts and Regulations of respective Government of the two parties, namely the Startup Odisha and the Agency. Both upon the occurrence of such cause and upon its termination, the party alleging that it has been rendered unable as aforesaid, shall within seventy-two hours of the alleged beginning and ending thereof intimate the other party giving full particulars and satisfactory evidence in support of its claim. If deliveries are suspended by force majeure conditions lasting for more than 2 (two) months, the Organization shall have the option of cancelling this contract in whole or part at its discretion without any liability on its part. Force Majeure shall not include insufficiency of funds or inability to make any payment required hereunder.

9. TERMINATION OF THE CONTRACT

- 9.1. In case of deficiency or non-fulfilment of obligations as per the scope of work or quarterly deliverables, Startup Odisha shall serve a notice to the concerned agency to rectify / fulfil the obligations within a specified period of not more than 60 days to rectify or fulfil the deliverables assigned by Startup Odisha, failing which Startup Odisha shall be at the liberty to execute the work through any

other agency at the cost of the selected agency. Startup Odisha also reserves the right to cancel the contract.

- 9.2.** Startup Odisha reserves the right to terminate the agreement in case of deficiency in services or poor performance of the agency for any subsequent month/ quarter/ year. For this, Startup Odisha shall intimate the agency in the quarterly review meeting of the corresponding year. In this respect, the view of Startup Odisha about the performance is final and binding.
- 9.3.** Startup Odisha reserves the right to drop or remove any or all scope of work deemed not suitable or in line with the objectives for Startup Odisha which may necessitate termination of contract. However, in such scenario Startup Odisha shall provide a maximum time period of 3 months to the agency to terminate the contract and complete all the requisite formalities and responsibilities assigned.

10. PENALTY

10.1. Failure in fulfilment of deliverables as indicated in Clause 3, shall warrant the following:

- 10.1.1. Forfeiture of Performance Bank Guarantee in case of failure to successfully perform/ complete the deliverables and/ or in case of any midway unilateral withdrawal from the contract.
- 10.1.2. Agency shall be blacklisted from bidding for any Contract/ Tender/ EoI /RFP with Startup Odisha, MSME Department, Government of Odisha for a period of 3 years
- 10.1.3. Service Level Agreement: The following SLA shall be applicable on the bidder post – award (*please refer to Table 2 – Schedule of Payments*)

Failure to provide PR and Digital Media Strategy/Inception Report within the timeline of T + 30 days	A Penalty of 2% per day from the stipulated deadline
Failure to provide at least 01 article monthly in any national daily	A Penalty of 5% on the subsequent month's scheduled payment
Failure to deploy team resources within the timeline of T + 30 days	A Penalty of 5% per day from the stipulated deadline

10.2. On account of circumstances beyond the control of the agency like natural calamities or force majeure event or any other unforeseen events and upon formal notification by the appropriate authority, Startup Odisha may give extended time to the agency to complete the deliverables and in such a case will not hold up the payment that is due for that particular stage.

11. VALIDITY OF BID

Proposal shall remain valid for 180 (One Hundred and Eighty) days from the last date of submission. A proposal valid for a shorter period shall be rejected as non-responsive.

12. CURRENCIES OF BID AND PAYMENT

The prices shall be quoted by the Agency in Indian Rupees (INR) only, and shall be excluding GST. GST shall be applicable as per government norms as issued from time to time.

13. DISPUTES

All legal disputes are subject to the jurisdiction of Courts in Bhubaneswar only.

14. ACKNOWLEDGMENT BY AGENCY

It shall be deemed that by submitting the Proposal, the Agency has:

- a) Made a complete and careful physical examination of the requirements for the project (website, social media, etc), details mentioned RFP, general condition of contract, submission formalities and evaluation mechanism.
- b) Received all relevant information requested from Startup Odisha.
- c) Acknowledged and accepted the risk of inadequacy, error or mistake in the information provided in this invitation document or furnished by or on behalf of Startup Odisha.
- d) Satisfied itself about all matters, things, and information necessary and required for submitting the proposal and performance of all of its obligations there under.
- e) Agreed to be bound by the undertaking provided by it under and in terms hereof.

Startup Odisha shall not be liable for any omission, mistake, or error on the part of the Agency in respect of any of the above or on account of any matter or thing arising out of or concerning or relating to this invitation document or the selection process, including any error or mistake therein or in any information or data given by the Startup Odisha.

15. RIGHT TO REJECT ANY OR ALL PROPOSALS

Notwithstanding anything contained in this invitation document, Startup Odisha reserves the right to accept or reject any proposal and to annul this selection process and reject all proposals, at any time during the bidding process without any liability or any obligation for such acceptance rejection or annulment, and without assigning any reasons thereof.

STARTUP ODISHA, also, reserves the right to reject any Proposal if:

- a) at any time, a material misrepresentation is made or uncovered, or
- b) the Agency does not submit in time any information or clarification asked for

16. COPYRIGHTS, PATENTS AND OTHER PROPRIETARY RIGHTS

Startup Odisha, MSME Department, Government of Odisha shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, copyrights and trademarks, with regard to documents, audio visuals 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. The Agency shall take all necessary steps to submit them to Startup Odisha in compliance with the requirements of the contract.

17. SUBMISSION OF PROPOSAL- PACKING, SEALING AND MARKING

Duly sealed proposal from the Agency filled in all respect must reach Startup Odisha at the address, time and date specified in the RFP through Speed/ Regd. Post/ courier/ hand delivery.

The Technical Proposal (Part A) and Financial Proposal (Part B) must be inserted in separate sealed envelopes, along with Agency's name and address in the left-hand corner of the envelope and super scribed in the following manner.

Part-A:

Technical Proposal for Selection of an agency for Public Relation, Multimedia Content Development & Digital/Social Media Marketing Management for Startup Odisha, MSME Department, Government of Odisha"

Part-B:

Financial Proposal for Selection of an agency for Public Relation, Multimedia Content Development & Digital/Social Media Marketing Management for Startup Odisha, MSME Department, Government of Odisha"

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:

"SELECTION OF AN AGENCY FOR PUBLIC RELATION, MULTIMEDIA CONTENT DEVELOPMENT & DIGITAL/SOCIAL MEDIA MARKETING MANAGEMENT FOR STARTUP ODISHA, MSME DEPARTMENT, GOVERNMENT OF ODISHA"

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

Startup Odisha
2nd Floor, O-Hub, SEZ, Patia Bhubaneswar, Odisha – 751024
Email: startup.odisha@gov.in
Contact- 1800 345 71 00

Note:

- If the outer envelope and the financial proposal envelope is not sealed and marked as mentioned above, then Startup Odisha will assume no responsibility for the tender's misplacement or premature opening. Telex, Email, cable, or facsimile tenders will be rejected.
- The opening of the Financial Proposal shall be made after evaluation of technical proposal and as per the scheduled dates which shall be intimated by Startup Odisha to the eligible Agency.
- **Agencies are advised to prepare their documents with proper sequence and indexing without which the bid shall be considered non-responsive.**

18. DOCUMENTS TO ACCOMPANY THE PROPOSAL

The Agency must submit the following particulars / documents along with the Technical proposal failing which the proposal may be treated as non-responsive:

- (a) Covering Letter and Details of Agency as per **Annexure I and II**, respectively
- (b) Bid Processing Fee
- (c) Earnest Money Deposit
- (d) The Agency shall submit their Company Registration Certificate, Photocopy of PAN Card, GST Registration.
- (e) All pages of the tender document shall be signed by the authorised signatory who generally signs the bids. *Power of Attorney (on stamp paper of Rs 100) duly notarised has to be submitted in support of this* as per **Annexure III**
- (f) The Agency should not be blacklisted by any PSU/Government Institution/ Private Agency. A self-declaration of non-blacklisting on the letter head shall be submitted as per **Annexure IV**.
- (g) The Agency shall submit an Undertaking on correctness of details / information shared in the proposal as per **Annexure V**
- (h) Proof of work experience of similar nature in the form of Work-Orders and Startup Odisha Certificates issued from the organizations in each such case has to be submitted in the format mentioned in **Annexure VI**
- (i) Balance Sheets and Profit & Loss Statements for the last three (3) Financial Year duly certified by Chartered Accountant indicating the Annual Turnover for the mentioned years as per **Annexure VII**
- (j) Self-declaration for Exemption of EMD as per **Annexure X**.
- (k) All pages of the tender document shall be signed by the authorised signatory who generally signs the bids.

Note: The Agency must submit a detailed Index Page with clearly mention Page Number on each Document as required by this RFP without which the bid shall

be considered non-responsive

PART – B (Financial Proposal)

The Agency must submit the Financial Proposal as per format provided in **Annexure VIII**.

19. AMENDMENT/ MODIFICATION

At any time prior to the deadline for submission of Proposal, the Startup Odisha may, for any reason, whether at its own initiative or in response to clarifications requested by an Agency, modify any of the terms mentioned in this RFP document by the issuance of Addendum / Amendment. All such amendments/ addendum will be published only on the website mentioned below and will be binding on all. In order to abide by the issuance of the amendment or allow the Agency for giving a reasonable time for considering an amendment into their proposal, or for any other reason, Startup Odisha may, in its sole discretion, extend the Proposal Due Date.

<https://startupodisha.gov.in>

20. LANGUAGE

The Proposal and all communications in relation to or concerning the selection process shall be in English language and strictly in the formats provided in this invitation document.

21. LATE SUBMISSION

Proposal received after the deadline for submission prescribed by Startup Odisha will not be entertained and be rejected.

22. CONSORTIUM/ JOINT VENTURE/SUBCONTRACTING

Agencies are allowed to establish consortia/joint-ventures/Association of Persons with a maximum of **03 participating entities within the arrangement**. In such arrangements, the lead entity of the consortium/joint venture/association shall be the authorized bidder under this RFP, and the lead shall authorize the signatory. However, in such case, a covering letter shall have to be provided by the lead entity, with all the participants requiring to fill **Annexures I, II, IV, VI & VII**.

23. MODIFICATIONS AND WITHDRAWAL OF PROPOSALS

No modifications to the Proposals shall be allowed once it is received by Startup Odisha.

24. PERFORMANCE SECURITY AND AGREEMENT

Startup Odisha shall issue a Letter of Award (LoA) along with the Draft Agreement to the selected Agency post opening of the financial proposals. Within 15 days of issuance of LoA from Startup Odisha to the selected Agency, the selected Agency is required to submit a Performance Security in the form of Bank Guarantee for an amount equivalent to 3% of the total quoted financial bid for three (3) years and enter into an agreement with Startup Odisha.

The performance security shall be retained by the Startup Odisha till the completion of project or 3 years from the date of enforcement of agreement, whichever is later. The performance security shall be forfeited at the sole discretion of Startup Odisha towards any liquidated damages that may be payable by the selected agency, under the Terms of the Agreement. The validity of Performance Security should be up to 90 days beyond the end of all contractual obligation of the Agency.

Note: As per the revised order no. 290/F, PT15-FIN-COD-MISC-0007-2019, Dt. 05/01/2022, State Government has reduced the performance security from 5-10% to 3% of the value of the Contract valid up to 31st March 2022. Actual percentage shall be applicable as per the direction from the government from time to time or at the time of signing of the agreement

ANNEXURE-I COVER LETTER

(On the Letterhead of the Agency)

To,

Date: _____

**Startup Odisha
2nd Floor,O-Hub, SEZ
Patia, Bhubaneswar-751024**

Ref: Request for Proposal (RFP) For Selection of an Agency for Public Relations, Multimedia Content Development & Digital/Social Media Marketing for Startup Odisha, MSME Department, Government of Odisha

Sub: Selection of an Agency for Public Relations, Multimedia Content Development & Digital/Social Media Marketing for Startup Odisha, MSME Department, Government of Odisha

1. With reference to your RFP document _____, dated _____, I, having examined the RFP Documents and understood their contents, hereby submit my / our proposal for the subject RFP. 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, 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 the design and execution of the aforesaid Project.
4. I shall make available to the Authority any additional information it may find necessary or require supplementing or authenticate the Proposal.
5. I acknowledge the right of the Authority to reject our Proposal 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
 - (d) the undertakings given by us along with the Proposal in response to the subject RFP and information mentioned for the evaluation of the bid capacity were true and correct as on the date of making the Proposal and are also true and correct as on the Proposal 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 Agencies to BID for the Project, without incurring any liability to the Agencies, 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 project 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 Agency, or in connection with the Bidding Process itself, in respect of the subject RFP and the terms and implementation thereof.
 13. In the project of my/ our being declared as the Selected Agency, I / we agree to enter into an Agreement in accordance with the draft that has been provided to me / us by the Authority. 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 and also surveyed the website(s) and social media engagement of Startup Odisha. 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.
 15. I offer the Ernst Money Deposit to the Authority in accordance with the RFP Document.

16. The documents accompanying the Technical Proposal, as specified in the RFP, have been submitted in separate files.
17. I agree and understand that the Proposal 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 not awarded to me or our Proposal is not opened or rejected.
18. The Financial Proposal 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 the website along with social media and all the conditions that may affect the implementation cost.
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 Eighty) days from the Proposal Due Date specified in the RFP.
21. I hereby certify that we have not changed any quantity as mentioned in the financial figures and confirm that any discrepancy arrives at any time, decision of Authority (Startup Odisha) will be considered as final.
22. I hereby submit our Proposal and quote an amount as indicated in Financial Proposal for undertaking the aforesaid Project in accordance with the Bidding Documents and the Agreement.

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

Yours faithfully,

Date:

Place:

**(Signature, name, and designation
of the Authorised signatory)
Name & seal of Agency**

ANNEXURE-II DETAILS OF AGENCY

(On the Letter Head of the Agency)

- (a) Name of the Agency:**
- (b) Incorporation (i.e., Company, Partnership or Proprietorship)**
- (c) Registered Office Address with telephone, fax, website and email:**
- (d) Date of Incorporation (Please attach copy of certificate of incorporation/ registration):**
- (e) Name of the contact Person (Authorised Person signing POA):**
- (f) Designation:**
- (g) Mobile Number & Telephone Number**
- (h) E-mail Address:**
- (i) Fax Number:**
- (j) GST Registration number:**
- (k) Pan Card:**
- (l) Average Annual Turnover:**

**Duly signed by the Authorised Signatory of the Agency
(Name, Title and Address of the Authorised Signatory)**

ANNEXURE-III POWER OF ATTORNEY FOR SIGNING OF PROPOSAL

Know all men by these presents, We.....(name of the firm and address of the registered office) do hereby irrevocably constitute, nominate, appoint and authorize Mr. / Ms (name),.....son / daughter / wife of.....and presently residing at....., who is (presently employed with us and holding the position of....., 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 Bid for the "**Selection of an Agency for Public Relations, Multimedia Content Development & Digital/Social Media Marketing for Startup Odisha, MSME Department, Government of Odisha**" (Project) proposed to be developed by the Startup Odisha including but not limited to signing and submission of all Bids / Proposals, bids and other documents and writings, participate in pre-bids / pre-proposal and other conferences and providing information / responses to Startup Odisha, presenting us in all matters before Startup Odisha, signing and execution of all contracts including the Agreement and undertakings, consequent to acceptance of our bid, and generally dealing with Startup Odisha in all matters in connection with or relating to or arising out of our bid, for the said Project and/ or upon award thereof, to us and / or till the completion of the project.

AND we hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things lawfully 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 and shall be binding on us.

IN WITNESS WHEREOF WE, _____, THE ABOVE-NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS ____ DAY OF _____, 20__

For

.....

Accepted

_____ (signature)

(Name, Title and Address) of the Attorney

Note:

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

ANNEXURE-IV DECLARATION ON NON-BLACKLISTING

(On the Letter Head of the Agency)

I/We Proprietor/ Partner(s)/ Director(s) of
M/s _____ hereby certified that, I/we M/s
_____ have not blacklisted or debarred by any
Ministry/ Departments of Central/ State Government, International bodies like United
Nations, World Bank or any other organisation/ Funding Agencies as on date.

In case the above information found false I/We are fully aware that the tender/
contract will be rejected / cancelled by Startup Odisha and EMD/PBG shall be forfeited.
In addition to the above Startup Odisha will not be responsible to pay the bills for any
completed / partially completed work.

**Duly signed by the Authorised Signatory of the Agency
(Name, Title and Address of the Authorised Signatory)**

ANNEXURE-V UNDERTAKING

(On the Letter Head of the Agency)

Date:

To,

Startup Odisha
2nd Floor, O-Hub, SEZ
Patia, Bhubaneswar - 751024

Ref: Selection of an Agency for Public Relations, Multimedia Content Development & Digital/Social Media Marketing for Startup Odisha, MSME Department, Government of Odisha

Dear Sir,

We have examined in detail and have understood the terms and conditions stipulated in the RFP issued by Startup Odisha. Our Proposal is consistent with all requirements of submission as stated in the RFP or in any of the subsequent communication issued by the Startup Odisha. We would be solely responsible for any errors or omissions in our Proposal.

We hereby declare that we have read and understood the rules governing the development of project as given above, examined and understood and satisfied ourselves regarding the content of the various agreements, declarations and deeds to be executed and do hereby undertake to execute them when called upon to do so, and commit in unequivocal terms, in letter and spirit, that the project shall be implemented as per the comprehensive stipulations and requirements that have been spelt out by the Startup Odisha, in this RFP and Bidding Documents including adherence to the areas / capacities / specifications / regulations as have been detailed by the Startup Odisha in this regard.

We also commit to abide by the decision of Startup Odisha on all matters relating to the implementation of the Project and thereafter, the Operations and Maintenance of the Projects.

Duly signed by the Authorised Signatory of the Bidder

(Name, Title and Address of the Authorised Signatory)

ANNEXURE-VI SIMILAR NATURE OF PROJECTS

Sl.	Parameters	Remarks
1.	Project Title	
2.	Project Description	
3.	Location	
4.	Name of Startup Projects	
5.	Total value of work order (In Indian Rupees), as applicable	
6.	No. of manpower/ experts engaged	
7.	Period of Services rendered by the Agency (Start and end date including Public Relations, Multimedia Content Development & Digital/Social Media Marketing including digital marketing activities)	
8.	Scope of Service	
9.	Other Information relating to Project	
10.	Nature and details of experience in similar field (Please attach relevant documentary evidence)	
11.	Copy of the work order, completion certificate to be submitted	

**Please use separate sheet for single project*

**Duly signed by the Authorised Signatory of the Agency
(Name, Title and Address of the Authorised Signatory)**

Note: Documentary proof (copy of Agreement / Work Order / Completion Certificate etc of related projects) with project citation.

ANNEXURE-VII FINANCIAL DETAILS OF AGENCY

Name of the Agency:

Sl.	Particulars	FY 2018-19	FY 2019-20	FY 2020-21
1.	Turnover (in INR Crore)			
2.	Average Annual Turnover for last 3 years (in INR Crore)			

Note:

1. Attach certified copies of Annual Audited Balance Sheets, P & L statement, and IT Returns Certificate for the 3 years.
2. The above data must be submitted by Agency, duly certified by either Statutory Auditor or Chartered Accountant.

Signed

Signature of CA/ Statutory Auditors

(Name of the Authorised Signatory) (with seal & registration no.)

Place:

Date:

ANNEXURE-VIII FINANCIAL PROPOSAL

To,

**Startup Odisha
2nd Floor,O-Hub, SEZ
Patia
Bhubaneswar-751 024**

Ref: Selection of an agency for Public Relation, Multimedia Content Development & Digital/Social Media Marketing Management for Startup Odisha, MSME Department, Government of Odisha

We, the undersigned, offer to provide the services of the Public Relation, Multimedia Content Development & Digital/Social Media Marketing Management for Startup Odisha, MSME Department, Government of Odisha in accordance with the subject RFP in accordance with your Request for Proposal dated **[Insert Date]**, our Financial Proposal as per details mentioned below:

Financial Bid

Financial Bid Amount (in INR) for Three Years	
In Figures	In words

Note: The above quote shall be **exclusive** of applicable GST

Our Financial Proposal shall be binding upon us for the assignment and this proposal would be valid in accordance with the proposal validity mentioned in the subject RFP from the last date of submission of proposal.

The Financial Proposal is without any condition.

Yours faithfully,

For and on behalf of (*Name of Agency*)

Duly signed by the Authorised Signatory of the Agency

(Name, Title and Address of the Authorised Signatory)

ANNEXURE-IX PRE-BID QUERY FORMAT

Interested parties shall submit their queries in the following format

Sl. No	Clause No. as per RFP	Query from the Bidder/Agency	Suggestion (if any)

Note:

Agencies shall submit their query or modification in soft copy to startup.odisha@gov.in on or before the pre bid query submission due date.

ANNEXURE X SELF-DECLARATION FOR EXEMPTION OF EMD

<Location, Date>

To

The **Chief Executive Officer**
Startup Odisha

2nd Floor, Tower-A, Odisha Startup Incubation Centre (O-HUB, SEZ Road,
Chandaka Industrial Estate)
Bhubaneswar, Odisha 751024

Ph: 0674-2585609 | 2587176 | 2587286

Fax : 2587176

Email : startup.odisha@gov.in

Whereas << name of the bidder >> (hereinafter called the Bidder) has submitted the bid for Submission of RFP # << RFP Number >> dated << insert date >> for << name of the assignment >>(hereinafter called "the Bid") to Startup Odisha.

Know all Men by these presents that we <<>> having our office at << Address >> (hereinafter called "the Bank") are hereby submitting the Bid Security Declaration letter to the << Nodal Agency >> (hereinafter called "the Purchaser") which binds our organization, its successors and assigns by these presents under the following obligations.

The conditions of this obligation are:

1. Fails to submit PBG.
2. Withdraws his participation from the bid during the period of validity of bid document;
or
3. Modify the bid during period of bid validity. We undertake to accept the suspension for a specific period as decided by the Purchaser due to it owing to the occurrence of one or both of the two conditions, specifying the occurred condition or conditions.

(Authorized Signatory of the Bidder)

Seal: