



**Startup
Odisha**

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A Startup, Innovation & Entrepreneurship Promotion Organization
under MS & ME Department, Government of Odisha

Ref. No. **SO/V/2023-24/296/2276**

Date: **15/09/2023**

Corrigendum

With reference to the RFP Ref. No. SO/V/2023-24/296/2173, dated 08/09/2023, issued for selection of Digital Marketing Agency for Startup Odisha, the deadline dates related to the RFP have been revised. Furthermore, the "**Pre-Bid query meeting**" is added in the bidder data sheet and the Pre-Bid Meeting will take place on 18/09/2023 on the designated venue on the bidder data sheet. The revised dates related to the RFP are as follows:

Sl. No.	List of Key Events	Critical Dates
1.	Date of Issue of RFP	08/09/2023
2.	Last date of Submission of Pre-Bid queries	16/09/2023
3.	Pre-Bid Query Meeting	18/09/2023
4.	Issue of Pre-Bid query Clarifications/corrigendum	21/09/2023
5.	Last Date for Submission of Proposal	03/10/2023
6.	Date of Opening of Proposal	04/10/2023 at 3:00 PM
7.	Date of Technical Presentation	06/10/2023 at 3:00 PM
8.	Date of Opening of Financial Proposals	07/10/2023 at 3:00 PM

Encl. Updated Bidder Data sheet, Notice of the RFP

Sd/- Chief Administrative Officer

2nd Floor, Tower-A, Odisha Startup Incubation Centre (O-Hub)

Special Economic Zone Road, Chandaka, Bhubaneswar -751024, Odisha

✉: startup.odisha@gov.in 🌐: www.startupodisha.gov.in ☎ Toll Free: 1800-345-7100 📞 0674-2586176/2586177

CIN : U91990OR2021NPL036045 GST No.: 21ABFCS8152E1ZK

Request for Proposal

For

Selection of Digital Marketing Agency for Startup Odisha

Startup Odisha invites sealed "proposals" from eligible firms/organizations for appointment as "Digital Marketing Agency for Startup Odisha". The details of submission of bids are available in the RFP document which can be downloaded from www.startupodisha.gov.in.

The major events under the bid process are:

Sl. No.	List of Key Events	Critical Dates
1	Date of Issue of RFP	08/09/2023
2	Last Date of submission of pre – bid queries	16/09/2023
	Pre-Bid query meeting	18/09/2023 at 12:00 PM
3	Issue of Pre – bid query Clarifications/ Corrigendum	21/09/2023
4	Last Date for Submission of Proposal	03/10/2023 till 05:00 PM
5	Date of Opening of Proposal	04/10/2023 at 03:00 PM
6	Date of Technical Presentation	06/10/2023 at 03:00 PM
7	Date of Opening of Financial Proposal	07/10/2023 at 03:00 PM

The bids complete in all respects must reach the undersigned by Speed Post/Registered Post/ Courier only latest by 03/10/2023 before 05:00 PM in a sealed envelope clearly mentioning on the top of it "Selection of Digital Marketing Agency for Startup Odisha".

The proposals received beyond the last date and time will be rejected. The authority reserves the right to reject any/all proposals at any stage without assigning any reason thereof.

Address for Submission of Proposal:

**Chief Administrative Officer,
Startup Odisha
2nd Floor, Tower A, O – Hub,
Odisha Startup Incubation Centre,
SEZ Road, Chandaka Industrial Estate,
Patia, Bhubaneswar, Odisha - 751024
Phone: 1800-345-7100
www.startupodisha.gov.in**

**Chief Administrative Officer,
Startup Odisha**

Section – 1
Bidder Data Sheet

Bidder Data Sheet

Sl. No.	Particulars/	Details
1	Name of the Client	Startup Odisha
2	Method of Selection	Quality and Cost Based Selection (QCBS) Method
3	Availability of RFP Document	www.startupodisha.gov.in
4	Date of Issue of RFP	08/09/2023
5	Last date for Submission of Pre-Bid Query by email	procurement@startupodisha.org.in 16/09/2023
	Pre-bid Query meeting	18/09/2023 at 12:00 PM <i>at O-Hub, Odisha Startup Incubation Centre,</i>
6	Issue of Pre-Bid Clarifications/Corrigendum	21/09/2023
7	Last Date for submission of Proposal	03/10/2023 till 05:00 PM
8	Date of opening of Technical Proposal	04/10/2023 at 03:00 PM
9	Date of Technical Proposal Presentations	06/10/2023 at 3:00 PM
10	Date of opening of Financial Proposal	07/10/2023 at 03:00 PM
11	Issue of Work Order	To be notified to the eligible bidder
12	Expected Date of Commencement of Assignment	To be notified to the eligible bidder
13	Bid Processing Fee (Non-Refundable)	₹ 5,000/- (Rupees Five Thousand) + GST @ 18% in the form of demand draft drawn in favor of - Startup Odisha 2nd Floor, Tower A, O – Hub, Odisha Startup Incubation Centre, SEZ Road, Chandaka Industrial Estate, Patia, Bhubaneswar, Odisha - 751024 Phone: 1800-345-7100 www.startupodisha.gov.in
14	Earnest Money Deposit (EMD) (Refundable)	EMD of ₹ 2,00,000 (Rupees Two Lakh) in the form of demand draft from any scheduled bank drawn in favor of " Startup Odisha " payable at Bhubaneswar. Note: Local MSMEs and local startups will be exempt from submitting the EMD

15	Contact Person	Chief Administrative Officer Startup Odisha 2nd Floor, Tower A, O – Hub, Odisha Startup Incubation Centre, SEZ Road, Chandaka Industrial Estate, Patia, Bhubaneswar, Odisha - 751024
16	Address for Submission of Proposal	Startup Odisha 2nd Floor, Tower A, O – Hub, Odisha Startup Incubation Centre, SEZ Road, Chandaka Industrial Estate, Patia, Bhubaneswar, Odisha - 751024
17	Mode of Submission	Speed Post / Registered Post/Courier to the address as specified above during the office hour only. Submission of bid through any other mode and late bids will be rejected.
18	Venue of Pre – Bid Query Meeting (on designated date) and Opening of Proposal (on designated date):	Conference Hall Startup Odisha, 2nd Floor, Tower A, O – Hub, Odisha Startup Incubation Centre, SEZ Road, Chandaka Industrial Estate, Patia, Bhubaneswar, Odisha - 751024

Section - 2
Letter of Invitation

Letter Of Invitation

RFP No: SO/V/2023–24/296/2173 Dated: 08/09/2023

Name of the Assignment: Selection of Digital Marketing Agency for Startup Odisha

Startup Odisha (The Startup Odisha) invites sealed proposals from eligible bidders under the process for "Selection of Digital Marketing Agency for Startup Odisha". Details on the proposed assignment are provided at Section: 2 & 3 of this RFP Document.

Final firm will be selected under QCBS Selection procedure as prescribed in the RFP Document in accordance with the policies and procedures accompanying the Startup Odisha.

The proposals complete in all respects as specified in the RFP Document must be accompanied with a Non- refundable Demand Draft for an amount of Rs. 5,000/- (Rupees Five Thousand only) + GST @ 18% towards Bid Processing Fee in favor of "Startup Odisha", drawn in any scheduled commercial/nationalized bank and payable at Bhubaneswar, Odisha failing which the bid will be rejected.

The proposal must be delivered at the specified address as per the Bidder Data Sheet by Speed post/Registered Post/Courier only. Startup Odisha shall not be responsible for postal delay or any other consequence. Submission of proposal through any other mode will be rejected.

The last date and time for submission of proposal complete in all respects is 03/10/2023 before 05:00 PM and the date of opening of the technical proposal is 04/10/2023 in the presence of the bidder's representative at the specified address as mentioned in the Bidder Data Sheet. Representatives of the bidders may attend the meeting with due authorization letter on behalf of the bidder.

While all information/data given in the RFP are accurate within the consideration of scope of the proposed assignment to the best of the Startup Odisha's knowledge, Startup Odisha holds no responsibility for accuracy of information, and it is the responsibility of the bidder to check the validity of information/data included in this RFP. Startup Odisha reserves the right to accept/reject any/all proposals/cancel the entire selection process at any stage without assigning any reason thereof.

**Chief Administrative Officer,
Startup Odisha**