



**TENDER DOCUMENT
FOR
E-COMMERCE & DIGITAL
MARKETING**

Cost of Tender Document-Rs 1000/- + GST@12%= Rs 1120/-

Submission of filled in Tender Documents
by **11:00 A.M. on. 23.03.2019**

Technical Bid Opening at 11:30AM on Dt 23.03.2019
at OMFED Corporate Office, D-2, Sahidnagar,
Bhubaneswar-07

Name of the Tenderer:

Address: _____

Telephone No:

Fax No : _____

E-Mail : _____

**THE ODISHA STATE CO-OPERATIVE MILK PRODUCERS' FEDERATION LTD.,
D-2, SAHID NAGAR, BHUBANESWAR**

PHONE : 0674 – 2546030/ 2546121/2540417 FAX NO: 0674 – 2540974

Website : www.omfed.com; E.mail : omfed@yahoo.com



THE ODISHA STATE CO-OPERATIVE MILK PRODUCERS' FEDERATION LTD D-2, SAHID NAGAR, BHUBANESWAR

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TENDER NOTICE FOR E-COMMERCE & DIGITAL MARKETING

Tender Notice No- 970

Date - 03.03.2019

Sealed tenders are invited from software firms for E-COMMERCE & DIGITAL MARKETING for OMFED. The tender paper can be downloaded from our website www.omfed.com where the details of specification are available. The downloaded tender documents duly filled in with cost of tender document Rs 1120/- (including GST) in shape of Demand Draft/Cash in favor of OMFED, Bhubaneswar will be accepted during office hour from 10:00 A.M. to 5:00 P.M. Bids will be accepted up to 11:00 A.M. and the same will be opened at 11:30 A.M. on dtd. 23.03.2019. OMFED reserves the right to cancel the tender wholly or partially without assigning any reason thereof.

The corrigendum/amendment to this notice if required shall be published only in the OMFED web site www.omfed.com and shall not be published again in news paper.

MANAGER (IT)

TENDER DOCUMENT

- 1) Sealed Tenders are invited from software firms E-COMMERCE & DIGITAL MARKETING for OMFED.
- 2) The Tender document may be obtained,
 - a. On payment of Rs.1000/- (Rupees One Thousand only) (+) GST 12% i.e Rs.120/- only between 10:00 A.M. to 05:00 P.M. on each working day from the Finance Division, Omfed Corporate office, Saheed nagar, Bhubaneswar.
 - b. By sending a self-stamped envelope of size not less than 35 cm x 25 cm along with a Demand Draft of Rs.1120/- (Rupees One Thousand One Hundred twenty only) only payable at Bhubaneswar drawn in favour of Managing Director, OMFED, D-2 Saheed Nagar, Bhubaneswar.
 - c. By downloading from OMFED Web Site i.e. www.omfed.com.
- 3) The Tender documents shall be submitted in the office of the undersigned duly signed by the authorized signatory in each page and duly authenticated with seal in token of having read, understood and accepted the terms and conditions of the contract. However in case of downloaded Tender document, Demand Draft of Rs.1120 payable at, Bhubaneswar drawn in favour of Managing Director, OMFED, D-2 Saheed Nagar, Bhubaneswar towards cost of Tender document shall be enclosed. Bids submitted other than in the manner prescribed in the tender document shall be rejected.
- 4) Tender calling authority has right to accept or reject the Tender(s) without assigning any reason thereof.
- 5) The concerned bidders may depute their representatives to remain present during opening of the Technical Bids on dtd 23.03.2019 at 11.30 A.M. at OMFED Conference Hall.
- 6) The Tenders received after the stipulated date & time will not be taken into consideration and liable for rejection.
- 7) All disputes which may arise relating to tender are subject to judicial jurisdiction of the competent Court at Bhubaneswar only.
- 8) It is to certify that this tender document **contains 19 pages**.

Manager (IT), OMFED

A. INTRODUCTION:

The Orissa State Cooperative Milk Producers' Federation Limited (OMFED) is an apex level Dairy Cooperative Society registered under Cooperative Society Act – 1962. It has come into existence to integrate the milk producers in rural areas with consumers in the urban areas with an enterprising aptitude.

OMFED's main activities include promoting, production, procurement, processing and marketing of milk & milk products for economic development of the rural farming community in Odisha.

The OMFED invites Tender from reputed and experienced Software Companies or Social Media and Web-Based Marketing Agencies/ Firms/ Companies for creating e-commerce web application, managing and coordinating the digital/social media pages/handles and implementing social media strategies of OMFED for promotion of Milk & Milk Products in markets. The tenure of contract for the eligible firm shall be for a period of ONE year, extendable further ONE more year based on their performance evaluation on the indicators like "News feed, followers, re-tweets, Number of likes, no of shares, comments, discussions based on the post, Number of website hit through the posted leads etc." by a team of experts.

B. DESCRIPTION OF SERVICES/SCOPE OF WORK

E- Commerce (B2C)

- To develop an e-Commerce application which is highly robust, scalable and proven. The system shall handle substantial number of concurrent users and transactions.
- Marketing and promotion of e- Commerce Services to consumers.
- The ability to aggregate demand to leverage buying power with the supply market.
- Automate Sale/Purchase process and transparent & monitoring and control of entire trading process.
- Level playing field and fair competitive platform for the associates viz. buyer or seller.
- Accessing a wider customer base when disposing of redundant assets.
- To enable seller to raise invoice/debit/credit note, receive/make payment and settle the complete transaction through system.

- From purchase requisition to purchase order module including spend analysis on single portal.
- E-Commerce portal will initially comprise the following.
 - **Login & Security:** Single Sign On (Social Media like Facebook, Google+) and offer a superior level of security with Secure Socket Layer (SSL) encryption, strong authentication with digital certificates and speed to conduct real time bidding over the Internet. The system to support creation of Administrative hierarchy, using adequately secured passwords with digital signatures.
 - **Compliance:** The e-commerce site should be compatible with PKI transaction so as to ensure secure and authenticated access and along with this PCI Data Security Standards should be followed.
 - **Products:** Product Details like product category, images, description, dimensions, weight, quantity, price with Search and Filter option and other details.
 - **Customer Orders and Support:** Powerful Shopping Cart and by providing quality and desirable products, Simple Checkout, Return/Exchange Info, on time delivery, 24*7 customer support, timely sale and should track customer reviews & feedbacks.
 - **Mobile App & Responsive Pages:** Increase the accessibility to the portal and responsive web design & attractive, easy-to-navigate web store design.
 - **Promotions and Offers:** New promotions / discounts / coupons & best deal offers.
 - **Payment Options:** Integration of payment gateways like PayPal / CCAvenue / Paytm / others and wallets integration like Paytm / Amazon Pay / Mobikwik / JioMoney / others should be present for secure, safe and user friendly transactions and COD option.
 - **Admin Panel:** Options to add products and its details generate reports like product list, day wise transactions, customer details, etc.
 - **Invoicing & Settlement:** To enable seller to raise invoice/debit/credit note, receive/make payment and settle the complete transaction through system.
 - **Warehouse & Logistic Management system:** System to have warehouse & Logistic management capabilities. It shall also have provision for integration with third-party logistics tracking system.
 - **Other Details:** Speedy page loading, product videos / sliders / animated videos, visible contact info, security symbols, push notifications.

Social Media

- To create a brand imagery for OMFED on popular social media platforms including its e-commerce site.
 - Widen OMFED's reach on social media & online platforms. Generate engagement through positive conversations.
 - Create awareness about the consumption of milk and dairy products among the target audience. Also persuading people to consume sufficient amount of milk on daily basis.
 - Create a simple, USER friendly system to exchange ideas and feedback online & ally apprehensions, misconceptions if any.
 - Management and uploading of news & other creative contents on various social media platforms such as of Facebook, Pinterest, Twitter, Instagram, Whatsapp, Google+, YouTube and other social media identities and ensure enhanced reach and digital marketing.
 - Create social media strategy to increase traffic to sites.
 - Same postings on different social media platforms will be counted as one posting.
 - Social media platforms to be looked at for OMFED are as follows.
- I. Creation and Maintenance of Social Media profiles: Vendor will be responsible for creation, development and maintenance of social media profile on popular platforms namely Facebook, Pinterest, Twitter, Instagram, Whatsapp, Google+ and YouTube.
- II. Updates: Vendor will be responsible in repackaging the raw inputs (news articles, Press releases, event updates, admission information) received from that OMFED on a continuous basis and promoting the same on OMFED page. Vendor will be responsible for creation of aesthetic and meaningful content in the form of GIFs, info graphics, creative's etc. from secondary research so as to upload engaging content on all types of social media platforms.
- III. Publicity: OMFED team would be providing information around the Organization and its activities, which would further be used and promoted by team vendor on various social media platforms.
- IV. Engage with followers: Monthly organize campaign to promote a decided communication or increase engagement on Facebook / Instagram in consultation with OMFED team. For the above social media campaigns; ideation, creative designing and management will be responsibility of vendor. Contest ideas could be 'ode to the cow', dear diary, milk twice a day challenge etc.

- V. Programmes / activities / celebrations of all festivals / special days / events to be promoted on social media as suggested by OMFED team.
- VI. Social Response management: Respond to queries/comments of people on social media platforms after taking necessary approval from OMFED team. All queries received which need not require inputs from OMFED team must be responded to within 1 working day and all queries which require consultation with OMFED team should be answered within 2 working days after receiving a reply from OMFED team.
- VII. Reporting: Vendor would submit monthly “Effective Analysis report” to team OMFED on the effectiveness of the social media strategy. Vendor submits an analysis on the steps undertaken for overall promotion of on the social media platforms and the results achieved.
- VIII. Gate keeping: Moderation of all platforms with a frequency of 3 times a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.

Note: All the services described above shall be put into practice within 2 months from the date of issue of work order.

❖ **Facebook**

- Managing of Facebook page for OMFED.
- Addition of e-Commerce site details in Facebook page.
- Decide on content buckets like OMFED updates/events/announcements, myth/reality, dairy recipes, product promotion, cheesy bucket, Q&A, feedback, tongue twisters etc. and create content every week around more such buckets.
- 20 creative posts to be designed by vendor, per month, and rest will be the normal photos and videos shared by OMFED, will be posted.
- Response management with OMFED teams consent.
- Monthly analytical reports, in first week of the following month.
- Providing services for social media activities, along with creation and publication of creative posts.
- Face book likes management will be done in the page as monthly the likes will be added, via paid promotions and our creative strategies.

❖ **Instagram**

- Creation and management of instagram account including e-commerce.
- Following somewhat similar content buckets as Facebook.

- 16 creative's to be designed by vendor, per month. Rest of the content would be photos/videos shared by OMFED team with 5K Followers.
- Response management with OMFED teams consent.
- Monthly analytical report, in first week of the following month.
- Providing Services for creation and publication of creative's.

❖ **Twitter**

- Creation and management of Twitter profile including e-commerce.
- Minimum 20 tweets per month, with 5K Followers.
- Create tweets around relevant trending hash tags.
- Response management re-tweets etc with OMFED teams' consent.
- Listen to relevant conversations.
- Monthly analytical reports, in first week of the following month.

❖ **YouTube**

- The media permitted to upload unlimited number of videos and add comments by registering the same for OMFED and its e-commerce site.
- A program which targets ads according to site content & audience.
- Feature content includes articles, videos, photos and all the features content undergoes a thorough review process to ensure that it meets the highest standard, free from any malicious content and free to view.

❖ **Google+**

- A Google+ user profile is a publicly visible account of a user that is attached to many Google properties and the same should be created for OMFED and its e-commerce site.

Reports:

- The agency must submit fortnightly effectiveness analysis and mis reports to OMFED on the effectiveness of the social media strategy.
- The agency must submit a detailed analysis on the steps undertaken for overall promotion of OMFED and its e-commerce in the social media platforms and the results achieved.
- Reports from e-commerce like customer details, no. of web users, no. of android / ios users, daily / weekly / monthly sales report, dairy wise area wise route wise distributor / agency wise product category wise daily report.
- Social media monitoring program will create and manage a monitoring platform which will be both predictive and reactive in approach.
- The social media platforms content to be developed must be operational on all electronic devices such as pcs, laptops, mobiles, and tabs etc., failure of anyone of which shall be considered an incomplete execution of the work order.

C. ELIGIBILITY /QUALIFICATION CRITERIA:

- i.** The bidder must have valid GST and PAN and relevant tax clearance certificate.
- ii.** The bidder should have 03 years experience, preferably in e-commerce & digital marketing. Bidder may also allow consortium, if they have sufficient experience in similar field.
- iii.** The average annual business turnover of the agency should not be less than Rs.50 lakhs in the last three years (CA certificate/Balance sheet for the past 03 years may be enclosed with the document).
- iv.** Should have developed & maintained e-commerce portal of similar nature as mentioned in scope of work.
- v.** Support team should be proficient in HTML5, CSS3, Dot Net, C++, JSP, PDF, RDBMS FLASH, Applets, Servlets, XML and content management tools.
- vi.** The bidder shall have to provide services required at OMFED, Bhubaneswar, and they should have their offices at Bhubaneswar, Odisha.
- vii.** The bidder may enclose sufficient documents regarding their experience in execution of work order, specifically maintenance/ creation of e-commerce portal in different modes & digital marketing through social media.
- viii.** The bidder should have the experience of working in the Government sectors (Enclose documents).
- ix.** The firm should not have any previous known hacking incidents and should not have any pending case with cyber crime.

D. SELECTION METHOD & CRITERIA

The Bidding process shall be a two-stage process. Prior to the detail evaluation of the Technical Bids, OMFED shall determine whether each bid is:

- a) Complete.
- b) Is accompanied by the required information and documents towards Eligibility criteria, and
- c) Is substantially responsive to the requirements set forth in the tender document.

The evaluation shall be based on the technical and financial parameters. The weightage for the technical parameters shall be 70% and the financial parameters shall be 30%.

- a) **Technical Weightage (Tw)**: The marks scored by the bidder in technical evaluation shall be calculated to 70 points as below:

$T_w = T \times 0.70$ where T is the Technical score awarded to the bidder as per technical evaluation criteria

- b) **Financial Weightage (Fw)**: The marks scored by the bidder in financial evaluation shall be calculated to 30 points as below:

The Commercial scores of all the other proposals will be determined by

$F_w = 30 \times (L_b/I)$ (Lb= Lowest bid offer; I = bid value quoted by individual bidder).

- c) **Final Selection**: Proposals will be ranked according to their combined technical (Tw) and Commercial (Fw) scores. The combined technical and Commercial score shall be calculated as $S = T_w + F_w$. (S= Scores)

The technical evaluation criteria are broadly defined as under. Bidder has to provide documentary proof against each criterion as a part of technical proposal.

Technical Bid Evaluation & Scoring Pattern

Sl.No.	Criteria	Score
1	Turnover	20
2	Completeness of Tender	10
3	Work with Govt. of Odisha/PSU/Food processing industries/Dairy industries, etc.	10
4	Project Completion Certificate for similar work field (5 marks for each Project Completion Certificate & maximum marks 20)	20
5	Minimum 3 year Experience	10
6	Presentation	30
	Total	100

Those bidders scoring marks above 80% in the technical bid evaluation ONLY will be called to make a presentation explaining the proposed technique of this project. Presentation shall be limited to a maximum of 20 minutes.

- Brief description of the company,
- Understanding about the project,
- Proposal for the project,

- Design templates,
- Technologies used,
- Details of support, especially during the warranty and AMC periods
- Innovative and practical suggestions
- Details of professionals proposed for handling the project, etc.

After including the marks for technical bid score, the financial bids of those bidders who score above 80% will be opened.

E. INSTRUCTIONS FOR SUBMISSION OF TENDER

The Technical and financial bids shall be submitted on or before at PM to OMFED, D-2, Saheed Nagar , Bhubaneswar-751007 . Interested bidders shall submit their bid in sealed cover, in two parts, super scribed as:

- A. *Technical Bid: Tender for E-commerce & Digital Marketing.*
- B. *Financial Bid: Tender for E-commerce & Digital Marketing.*

F. TERMS & CONDITIONS:

x. Rate:

The rate(s) quoted shall include the cost of design, development & maintenance of e-commerce and digital marketing through social media for 01 year for the work mentioned in the Scope of work following works for which no extra charges shall be payable other than the AMC rate/charges.

xi. EMD:

The quotations should be submitted along with the **Tender fee Rs.1120 (Rupees One Thousand one hundred twenty only) non refundable and Earnest Money Deposit (refundable conditions apply) deposit of Rs.6000.00** (Rupees Six thousand only) in the form of Bank Draft/ cheque issued by a Nationalised Bank in favour of the Managing Director, OMFED, D-2 Saheed Nagar, Bhubaneswar. The tender applications without tender fee & EMD will not be accepted. EMD will be refunded to the unsuccessful bidders.

***Note:** DIPP or NIC registered startups are exempted on EMD, past experience and turnover.

xii. PENALTY:

The office will have the right to withhold payment of AMC or terminate the AMC at any time if the service of firm/agency is not found satisfactory. The decision of the competent authority in this regard will be final and binding. In case of any major break down in e-commerce, the firm /agency shall have to rectify the problems within 24 hrs. Deduction will be made from the AMC amount if persists as per prescribed rate of OCAC/IT deptt, Govt. of Odisha. If the breakdown in e-commerce portal lasts for more than 72 hrs, OMFED reserves the right to terminate the contract.

xiii. Purchase's right to accept or reject any or all bids:

The purchasers reserves the right to accept or reject any bids and to annul the bidding process and reject all bids at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds for purchases action.

- a. The acceptance of tender will rest with OMFED who does not bind itself to accept the lowest bid and reserves him/herself the right to reject any or all the tenders received without the assignment of the reason. All the bids in which any of the prescribed conditions are not fulfilled or are incomplete in any respect are liable to be rejected.
- b. The OMFED reserves the right of accepting the whole or any part of tender and bidder shall be bound to perform the same at the lowest rate quoted.

xiv. OWNERSHIP OF SOURCE CODE:

The entire e-commerce site (along with all the programs and contents developed to achieve the desired functionality mentioned in the scope of work or any subsequent communication in this regard) will be the intellectual property right of OMFED and will be sole property of OMFED. No content of the same will be produced or used by the firm/agency for purpose other than OMFED website without the prior permission of OMFED. The firm/agency must return all the data to OMFED following expiry or termination of the contract. OMFED shall consider the bidder whose offer has been found technically and financially acceptable by the committee based on the experience, past performance, technical capability and financial position.

xv. TAXES AND DUTIES:

Bidder shall be entirely responsible for all taxes, duties, etc. incurred until delivery of the contracted Goods & Services to the purchaser. If there is any enhancement in the taxes, duties, etc, during the service period, the enhanced expenditure will be paid by purchaser.

xvi. PAYMENT:

The payment will be made to the as per the work order issued basing on the L1 price arrived at as per the break up. Full amount of the cost of successful design, development and launching of e-commerce site will be paid on receipt of the bill duly certified by the authorized officer along with all requisite documents as per the work order.

AMC will be paid after completion of each quarter with successful and satisfactory maintenance and management of the e-commerce portal with submission of documents & proofs.

For Digital marketing payment will be given on monthly basis.

xvii. MISCELLANEOUS:

Bidder shall submit a copy of the tender document and agenda thereto, if any, with each page of this document should be signed and stamped to confirm the acceptance of the entire terms & conditions as mentioned in the tender enquiry documents.

Singed and stamped compliance sheet of the technical specification of the proposal with technical literature must be enclosed with the bid.

After due evaluation of the bid(s) agency will award the contract to the lowest evaluated responsive tenderer.

Conditional bid will be treated as unresponsive and it may be rejected.

The agency reserves the right to accept in part or full or reject any or more quotation(s) without assigning any reason or cancel the tendering process and reject all quotations at any time prior to award of contract, without incurring any liability, whatsoever to the affected bidder or bidder(s).

xviii. APPLICABLE LAWS:

a. The contract shall be governed by the laws and procedure established by Government of Odisha, within the framework of applicable legislation and enactment made from time to time concerning such commercial dealing / processing.

b. Any disputes are subject to exclusive jurisdiction of Competent Court and forum in Bhubaneswar, Odisha only.

xix. Force Majeure

If at any time, during the continuance of the agreement the performance in whole or in part, by the firm, of any obligation specified in the agreement, is prevented, restricted, delayed or interfered, by reason of war or hostility, act of the public enemy, civic commotion, sabotage, act of State or direction from statutory authority, explosion, epidemic, quarantine restriction, fire, floods, natural calamities or any act of God, (hereinafter referred to as event), provided notice of happenings of any such event is given by the firm to OMFED within seven calendar days from the date of occurrence thereof, the firm may be excused from performance of its obligation. Provided further that the obligations under the Agreement shall be resumed by the firm, as soon as practicable, after such event comes to an end or ceases to exist. The decision of OMFED as to whether the obligations may be so resumed (and the time frame within which the obligations may be resumed) or not, shall be final and conclusive.

xx. Jurisdiction of courts

The court of the place where the Agreement is signed shall alone have the jurisdiction to decide any dispute arising out of or in respect of the Agreement. Any clarification in regard to the meaning or intent or interpretation of any of the provisions of these terms and conditions required at any point shall be sought from Advisor (Admn.), OMFED, whose decision in the matter shall be final and binding. Any other matter relevant to but not covered in the Agreement shall also be decided by making reference to him and his decision shall be final and binding.

I do hereby agree to all the terms and conditions in the tender document.

Authorized signatory of the bidder with seal

Address:

LETTER OF AUTHORISATION FOR ATTENDING BID OPENING

Subject: - Authorization for attending bid opening on dtd.30.03.2019 in the tender for engagement of social media management agency for OMFED office.

A person is hereby authorized to attend the bid opening for the tender mentioned above on behalf of _____ (Bidder) in order of preference given below.

Name Specimen

Signatures of bidder

Or

Officer authorized to sign the bid documents on behalf of the bidder.

Note:

- (i) One representative will be permitted to attend bid opening. Alternate representative will be permitted only if; the main representative is not able to attend.

- (ii) Permission for entry to the hall where bids are opened may be given only on submission of letter of Authorization.

Tender for Digital Marketing of OMFED.

TECHNICAL BID

Name of the firm/Agency/Contractor		
Complete address and telephone number		
Name of the Proprietor/Managing Director/Director with Contact No.		
Whether the firm/agency is a registered firm/agency (Yes/No.) enclosed copy of certificate.		
Whether the firm/agency has enclosed Bank Draft/cheque of Rs.1120/- .as Tender fees and Rs.6000/- as EMD.	Tender fees	Earnest Money Deposit
PAN No. (enclose the attested copy of PAN Card)		
GST No. (Enclose the attested copy of GST Rgd certificate)		
Whether the firm/agency has signed each and every page of Tender.		
Any other information, if necessary.		

Signature of the bidder with seal

TECHNICAL BID PROFORMA

DETAILS OF FIRM/AGENCY:

Name of the Agency/Firm	
Address and other details of the Firm/Agency	
Website Address (If any)	
Contact No.	
Email	
Contact person's Name	
Contact person's Mobile No.	
Contact person's E-mail	

FINANCIAL BID FORMAT

1. Name and address of the Bidder :
2. Whether a manufacturer /Authorized Agent Authorized Dealer :
3. States in which Business run :
4. State from which solutions would be deliver if Found successful in the bid. :
5. GST Registration Number :
6. CST Registration Number :
7. IT Permanent Account No.(PAN) :
8. Annual Turnover of Financial Year (2015-16) :
9. Annual Turnover of Financial Year (2016-17) :
10. Annual Turnover of Financial Year (2017-18) :
11. Whether the above Registration Certificate are Valid/suspended/Cancelled at the time of filling tender. :
12. Whether up to date returns under all Acts filed :

Seal & Signature of the Bidder

DECLARATION

1. I..... Son/ Daughter/ Wife of Shri..... and authorized Signatory of the (name of the Agency firm), is competent to sign this declaration and execute this tender document.

2. I have carefully read and understood all the terms and conditions of the tender and undertake to abide by them.

3. My/our Agency/firm has not been blacklisted/ debarred/ penalized from participating in tender of any Ministry/ Department of Government of India/Government of Odisha and Government of India/Government of Odisha Undertaking.

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

Name & Signature of the Bidder

Address: