

**CORRIGENDUM**

The authority has published an EOI on 27th March 2021 in Odiya Daily newspapers Dharitri & Samaj with deadline of seven days to furnish document for PG Branding activities at Balangir District. Due to official holidays which may not allow to meet the deadline, the Authority decided to circulate this Corrigendum to fix a date as follows:

Last date of submit EOI is extended to 9<sup>th</sup> April 2021 latest by 1.00 PM and the EOI documents will be opened on 12<sup>th</sup> April 2021 11.00 AM instead of the previous deadline of 2<sup>nd</sup> April 2021 in the presence of Bidders and Selection Committee.

The agencies may obtain further information and procedures for submitting the "Expression of Interest from the official website of <https://www.balangir.nic.in>. The authority reserves the rights to accept or reject any tender without assigning reason thereof.

  
Project Director,  
DRDA, Balangir

**DISTRICT SUPPLY AND MARKETING SOCIETY, BALANGIR**

(A district unit of ORMAS, PR Deptt.)

C/o: **DRDA, BALANGIR**

No.....164.....// Dtd.....30/03/2021

**REQUEST FOR EXPRESSION OF INTEREST (EOI) TOWARDS CONSULTANCY SERVICE FOR "PRODUCT DEVELOPMENT & VALUE ADDITION, PRODUCT PROMOTION, DOCUMENTATION, BRANDING OF PRODUCER GROUPS/MARKETING SHGs, ORIENTATION & TRAINING PROGRAMME, IDENTIFICATION/ORIENTATION OF MARKETING SHGs, MARKETING & LIVELIHOOD ACTIVITIES" FOR PRODUCER GROUPS/MARKETING SHGs OF BALANGIR DISTRICT**

DSMS, Balangir invites "Expression of Interest" from eligible Consultancy Agencies having their Registered Office at Odisha to submit their interest for providing consultancy services for undertaking the "Product Development & Value Addition, Product Promotion, Documentation, Branding Of Producer Groups, Orientation & Training Programme, Identification/Orientation Of Marketing SHGs, Marketing & Livelihood Activities" in Balangir District, Odisha. Interested agencies may submit their "Expression of Interest (Technical & Financial)" in a sealed envelope clearly superscripted as "Expression of Interest for Hiring of Consultancy Services towards "Product Development & Value Addition, Product Promotion, Documentation, Branding Of Producer Groups, Orientation & Training Programme, Identification/Orientation Of Marketing SHGs, Marketing & Livelihood Activities" For Producer Groups/Marketing SHGs in Balangir District" through speed post/registered post/courier service latest by 1.00 PM hours on date 09.04.2021 in the address of The Joint CEO, ORMAS, O/O:DRDA, Balangir, Dist. Balangir- 767001, Odisha and shall be opened on date 12.04.2021 at 11.00 AM in the presence of the Bidders or their authorized representatives.

The agencies may obtain further information and procedures for submitting the "Expression of Interest from the official website of <https://www.balangir.nic.in>.

  
Project Director,  
DRDA, Balangir

Memo No. 165 / Date 30/03/2021

Copy forwarded to the DIO, NIC, Balangir for information and necessary action with a request to hoist the notice in District website.

  
Project Director,  
DRDA, Balangir

Memo No. 166 / Date 30/03/2021

Copy forwarded for attaché the notice in the notice board of DRDA/Sub Collectorate/Collectorate, Balangir for wide publicity.

  
Project Director,  
DRDA, Balangir

**DISTRICT SUPPLY AND MARKETING SOCIETY, BALANGIR**  
(A district unit of ORMAS, PR Deptt.)C/o: **DRDA, BALANGIR**

**REQUEST FOR EXPRESSION OF INTEREST (EOI) TOWARDS CONSULTANCY SERVICE FOR "PRODUCT DEVELOPMENT & VALUE ADDITION, PRODUCT PROMOTION, DOCUMENTATION, BRANDING OF PRODUCER GROUPS/MARKETING SHGs, ORIENTATION & TRAINING PROGRAMME, IDENTIFICATION/ORIENTATION OF MARKETING SHGs, MARKETING & LIVELIHOOD ACTIVITIES" FOR PRODUCER GROUPS/MARKETING SHGs AT BALANGIR.**

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**Assignment Title:**

Consultancy Services For Product Development & Value Addition, Product Promotion, Documentation, Branding Of Producer Groups, Orientation & Training Programme, Identification/Orientation Of Marketing SHGs, Marketing & Livelihood Activities.

DSMS, Balangir invites eligible Consulting Agencies / Expert Industries to indicate their interest for providing the services. Interested Agencies should provide information demonstrating that they have the required qualifications and relevant experience to perform the services.

**The short-listing criteria are as follows:**

- a) The agency should have an independent legal existence within Odisha, registered under the applicable Act. [Submit proof of Registration Certificate, Articles and Memorandum of Association].
- b) The agency should have minimum expertise and experience in conducting similar nature of works. (Attach Experience Certificates)
- c) Start-up / Consortium with requisite criteria can also be a part of the Eoi.
- d) The agency should have well-qualified and sufficiently experienced professionals, in house or should be in a position to commit about their own network/association.
- e) Selected agency must cover all activities in time and no activity can be sub-transferred to any other agency.

Interested entities may submit their application/quotation expressing interest in the prescribed Performa and scope of work with specific deliverables annexed herewith [Annexure A] in sealed envelope with each page of the application signed by an authorised signatory, including the pages comprising the Annexure.

Expressions of Interest must be delivered to the undersigned by speed post/registered post/courier service latest by 1.00 PM hours on date 09.04.2021 in the following address and shall be opened on date 12.04.2021 at 11.00 AM in the presence of the Bidders or their authorized representatives.

**Address:**

The Joint CEO, ORMAS  
DRDA, Balangir  
Dist. Balangir- 767001, Odisha  
Email – [dsmsbalangir@gmail.com](mailto:dsmsbalangir@gmail.com)

**DISTRICT SUPPLY AND MARKETING SOCIETY, BALANGIR**  
(A district unit of ORMAS, PR Deptt.)C/o: **DRDA, BALANGIR**Annexure-A

**Attachment 1: Format for submission of information to DSMS, Balangir towards "Product Development & Value Addition, Product Promotion, Documentation, Branding of Producer Groups/Marketing SHGs, Orientation & Training Programme, Identification/Orientation of Marketing SHGs, Marketing & Livelihood Activities" For Producer Groups/Marketing SHGs of Balangir.**

Submission Requirements

<b>A - Company Profile</b>		
1	Organizational	Provide a brief description of the background and organization of your firm/entity. The brief description should include: <ul style="list-style-type: none"><li>• Legal registration details.</li><li>• Date and place of incorporation of the firm</li><li>• Objectives of the firm,</li><li>• MoA &amp; AoA of the entity</li><li>• GSTIN and Last filling details</li><li>• Labour Registration Certificate</li></ul>
2	Start-Up Details	Registration and Recognition Details (Attach Proof)
<b>B - Relevant Experience [Maximum 10 pages]</b>		
3	Please enclosed copy of the earlier contracts as evidence (Mandatory)	
4	Proposed Activities and Rationale of the proposal.	

If the Agency has formed a consortium, all the above details of each member of the consortium and the name of the lead partner, shall be provided.

  
Project Director,  
DRDA, Balangir

**DISTRICT SUPPLY AND MARKETING SOCIETY, BALANGIR**  
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Draft Terms of Reference towards Hiring of Consultancy Services for "Product Development & Value Addition, Product Promotion, Documentation, Branding Of Producer Groups/Marketing SHGs, Orientation & Training Programme, Identification/Orientation Of Marketing SHGs, Marketing & Livelihood Activities" for Producer Groups/Marketing SHGs of Balangir.

**1. ROLE OF PRODUCER INSTITUTIONS (PGs):**

The objective of forming the Producer Groups is to create strong institutional structures and model to engage and facilitate the community in businesses related to livelihood activities.

The institutions will also facilitate the productivity enhancement activities for the selected sub-sectors through the support of the community professionals. This component will also address the capacity gaps of the Producer Institutions in terms of dealing with the markets. These capacity building would be in the field of business education, business management, market assessment, financial literacy, negotiation skills and so on. These institutions will also provide a platform for upgrading the skills of the producers in the field of input management, productivity enhancement, climate resilience strategy through technology dissemination. Under this component there will be institutions like Producer Groups (PG) promoted at the village level and Producer Company promoted at the Block or higher level.

**2. OBJECTIVES OF THE ASSIGNMENT:**

The key objectives of the assignment:

- a) PRODUCT DEVELOPMENT & VALUE ADDITION
- b) PRODUCT PROMOTION
- c) DOCUMENTATION
- d) BRANDING OF PRODUCER GROUPS/MARKETING SHGs
- e) ORIENTATION & TRAINING PROGRAMME
- f) IDENTIFICATION/ORIENTATION OF MARKETING SHGs
- g) MARKETING & LIVELIHOOD ACTIVITIES

**3. AREA OF WORK:**

The area of work will cover the following items.

- a. Terracotta
- b. Handloom
- c. Mango
- d. Durry & Carpet
- e. NTFP
- f. Spices & Pulses

**4. SCOPE OF WORK :**

**All round Enterprise development support to the producer groups**

- a. Create resources for the capacity support to the PGs. Arrangement of capacity building training on manufacturing, processing, quality management, preservation and packaging, labeling and marketing for the producers.
- b. Provide support service on planning and implementation with all resources and documentation of capacity building training.
- c. Develop a Standard Operational Procedure (SOP) /Resource Manual covering the forming, processing and marketing stages for the products of the PGs.
- d. Provide ongoing handholding support & guidance for the effective functioning of the Producer Groups including its timely compliances of its legal formalities and obtaining the necessary licence and permits for business.

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- e. Develop business plan, processes and systems for effective market access for the PGs.
- f. Support in identification of location, catchment, business planning, system development for the enterprises to be promoted along the selected value chains linked with the PGs.
- g. Develop effective market linkages for input and produce related.
- h. Complete Support in IP, Branding, Marketing & Promotion sphere.

**5. KEY OUTCOMES & OUTPUTS:**

- a. Innovative Traditional products as per customer demand.
- b. Generate high potential producers in the industry.
- c. Retention of producers for long term achievement.
- d. Global presentation.
- e. Effective & Acceptable products.
- f. Supply Chain for round the year.
- g. Acknowledging our producers' effectiveness.
- h. Market Assurance & customer retention.
- i. Sustainable economic growth of the producers.
- j. Reach at every corner of the market.
- k. Smooth operation with quality approach.
- l. SoP base products to reach Globally.

**6. DURATION OF THE ASSIGNMENT:**

The proposed assignment is for duration of **Two Months from the date of work order**. Hence, the agency will quote their budget month wise indicating the month wise activities.

**7. REPORTING REQUIREMENTS**

- a) Inception Report (within 1 month): One hard copy & one soft copy (MS Word, data in MS Excel & PDF file).
- b) Monthly progress report against target (by 1st week of each month) : Two hard copies & One soft copy (MS Word, data in MS Excel & PDF file )
- c) Quarterly Report (within one week of quarter end) : Two hard copies & One soft copy (MS Word, data in MS Excel & PDF file)
- d) Final Report (within 15 days of contract end): Five hard copies & one soft copy (MS Word, data in MS Excel & PDF file), Soft Copy of the Training Module and Materials developed).

All the reports above should cover physical progress and milestones should also include the process adopted to achieve the progress, resources used, knowledge resources including the case studies, training materials etc. The report should also include the reports for the training, exposure and events conducted in the period.

**8. MONITORING AND REVIEW ARRANGEMENT:**

The proposed assignment of providing all Support for Business Development and Strengthening of Producer Groups would be measured. The assignment will be monitored by a review committee of Project Director, DRDA, Balangir and Joint CEO, ORMAS, Balangir on Monthly Basis.

  
Project Director  
DRDA, Balangir

**DISTRICT SUPPLY AND MARKETING SOCIETY, BALANGIR**

(A district unit of ORMAS, PR Deptt.)

C/o: **DRDA, BALANGIR****FINANCIAL BID**

Sl. No.	Head	Particulars	Amount (in Rs.)
1.	Product Development & Value Addition	Packaging Development (Minimum 3 product for each District) (Terracotta, Spices & Pulses)	
2.	Product Promotion	IEC materials to be developed Product wise leaflets with product specification or product broucher or mobile application or digital catalogue or catalogue to be developed of potential activity or Annual report. (Terracotta, Handloom, NTFP, Mango, Spices & Pulses)	
3.	Documentation	Photography & Videography-Documentary film to be developed Minimum one best practices (POP or Process Documentation) in the District to be documented) (Terracotta)	
4.	Branding of PG	Uniforms for the PG member, Banner, Way Board, Signage, Visiting Card, Bill Book, Product labeling & stickering, FSSAI, PAN & GST to be done @No. of marketing SHG/PGs per District (Terracotta-1, Spices & Pulses-3, Handloom-1 and Durry & Carpet-1) (PGs/SHGs participating in the Exhibition to be preferred)	
5.	Orientation Training Programme	Raw Materials Procurement, Storage, Processing, Value addition, Product development training on Marketing Orientation & Salesmanship, Exhibition Advance Participation Plan, Online Marketing, Orientation to Marketing SHGs	
6.	Identification/Orientation of Marketing SHG	Identification/Orientation of Marketing SHGs to be done @2 per each Block	
7.	Marketing & Livelihood Activities (Exposure Visit)	Exposure visit of PC staff/PG members to inside & outside state on Marketing & Livelihoods activities	
<b>TOTAL</b>			

(Rupees

) only

Signature &amp; Seal