

ଓଡ଼ିଶା ବନ ଉନ୍ନୟନ ନିଗମା ଲିମିଟେଡ୍ Odisha Forest Development Corporation limited



A Government of Odisha Undertaking)

CIN-U02005OR1962SGC000446

Regd. Office: Plot No A/84 Kharavel Nagar, Unit-III, Bhubaneswar, Odisha, PIN-751001

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[Website: www.odishafdc.com E-mail ID: general@odishafdc.com]

Express of Interest (EOI) for

Selection of Marketing Support Agency for facilitating sale of Kenduleaf

Odisha Forest Development Corporation Ltd (OFDC), Bhubaneswar invites Expression of Interest (EOI) in conformity with the detailed EOI document, from **Selection of Marketing Support Agency for facilitating sale of Kenduleaf** produced in different parts of the State of Odisha. The EOI can be downloaded from OFDC website www.odishafdc.com and completed document can be sent by E-mail at general@odishafdc.com/ofdcorp@gmail.com attaching required document as per details provided in the EOI document.

Last date & time for EOI download: **07.07.2025 up to 5.00 PM**

Last date and time for submission of EOI document: **24.07.2025 up to 5.00 PM**

For Odisha Forest Development Corporation Ltd

Sd/

Managing Director

**Terms of Reference of Expression of Interest for
Selection of Marketing Support Agency for facilitating sale of Kenduleaf**

1. Introduction

OFDC invites EOI (Expression of Interest) from reputed agencies to express their interest in conducting market research on Kenduleaf and assisting in export of Kendu Leaf to other countries. The purpose is to select and empanel potential agencies having the necessary market knowledge, business experience, expertise and network for facilitating in developing & implementing strategies for sale of Kenduleaf inside and outside India.

2. Scope of work:

Broad scope of work of the agency will be as follow:

I. Market survey

The agency should do a comprehensive market survey on production, sale, demand & supply, pricing, exporting, consumers pattern etc of Kenduleaf produced in different parts of the country and all the market information having potential effect on the trade of Kendu leaf

II. Identify potential buyers for the Kenduleaf

The Agency should identify institutional / individual buyers inside and outside India for the Kenduleaf available for sale. Identified buyers should be bulk buyers of the Kenduleaf. The agency is expected to suggest strategies for the sale of Kendu leaf on various platforms to generate the maximum possible competition and enable best realisation of value from the sales.

III. Assist OFDC in realising best possible rates

The agency should assist and guide OFDC Ltd in discovering best possible price for realising maximum rates for its products by providing all possible market information and market scenarios, which can also help OFDC Ltd in taking well informed decision for selling the commodities. However, final decision on sale will rest with OFDC Ltd.

IV. Facilitate sales transaction:

The agency should facilitate execution of sales deals with identified and selected buyers, completion of all formalities for export including documentation and meeting necessary legal requirements.

V. Preparation of Reports

The agency should prepare various reports on production and sales including sales data for facilitating management decision making.

3. Eligibility Criteria

The proposals will be screened on the basis of the following essential eligibility criteria: -

- a) The Agency interested in applying for empanelment should be a registered company under The Companies Act / partnership firms / proprietary firms / Individual and should be in business of market research or marketing consultancy services or any other similar business for minimum of three years (ending 31 March 2025).
- b) The Agency should have minimum turnover of Rs. 50 lakhs (Rupees Fifty lakhs) per annum during last three financial years.
- c) The Agency must have technically competent, well experienced and sufficient staff to take-up the activity at multiple locations simultaneously.
- d) The Agency must have done at least one similar type of work in the preceding 3 years ending 31st March 2025.
- e) The applicant should furnish an undertaking to the effect that the Agency has never been black listed in India or abroad.

4. Submission of offers

The Expression of Interest complete in all respects shall be submitted in sealed envelope super scribed as "EOI for Selection of Marketing Support Agency" to OFDC Ltd by **24.07.2025 up to 5.00 PM** at following address:

To

The Managing Director
Odisha Forest Development Corporation Ltd.,
A-84, Kharvel Nagar
Bhubaneswar (Odisha) - 751001

5. Documents to accompany offers

The applications shall be complete with the following documents:

- i. Expression of Interest in Form – I.
- ii. Details of experience of similar assignment along with supporting documents such as work orders, satisfactory completion certificate etc. (at least for the last 3 years ending 31st March 2025)
- iii. Details of Financial status of the applicant.
- iv. Details of staff working in the organisation along with Name, Educational qualification, experience and trainings etc.
- v. Any other information required in support to the scope of work.

Every sheet and all forms complete in all respects shall be signed by the person / persons duly authorized to sign on behalf of the applicants with affixing the applicant's rubber stamp.

The Power (s) of Attorney on a Rs100/- stamp paper authorizing the signatory shall be enclosed with the offer. Any / all corrections made in the proposal shall be duly authenticated by the signature of the Authorized Signatory.

6. Amendment to EOI

At any time prior to the last date for receipt of proposals, OFDC Ltd, may for any reason, whether at its own initiative or in response to a clarification requested by a prospective applicant, modify the EOI document by an amendment. In order to provide prospective applicants reasonable time in which to take the amendment into account in preparing their proposals, OFDC Ltd may, at its discretion, extend the last date for the receipt of proposals and/or make other changes in the requirements set out in the EOI.

7. Time Period

The services of the selected agency will be engaged initially for one year (1 year) and may be extended for another one year subject to satisfactory performance of MSA.

8. Evaluation Procedure:

The proposals will be evaluated by a constituted committee by the OFDC Ltd on the basis of the eligibility criteria and will be on the basis general experience of the firm, relevant experience, geographical presence and profile of key staffs of the firm and financial strength on based on the last three financial years.

Primary selection of applicant will be done basis on criteria defined above and shortlisted applicants will be asked for a presentation in front selection committee. Date of presentation will be intimated to the shortlisted applicants well in advance. Based on offers submitted and presentation made, technically qualified agencies will be selected and will be requested for providing their financial bids. At the time of this intimation, a format for **Financial Bid** will be provided to technically selected agencies.

The decision of the Committee in evaluation of the proposals and selection of the Agency will be final and binding on all the applicants.

9. Disclaimer

OFDC Ltd reserves the right:

- i. To reject any / all applications without assigning any reasons thereof.
- ii. To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the OFDC Ltd without assigning any reasons thereof.
- iii. To include any other item in the Scope of work at any time after consultation with applicants or otherwise.
- iv. To determine the number of sample for quality certification / Inspection taking into account the existing/likely work load.

EOI Letter Proforma

To
The Managing Director
Odisha Forest Development Corporation Ltd.
A/84 Kharavel Nagar, Bhubaneswar
Odisha, PIN-751001

Sub: Expression of Interest for '**Selection of Marketing Support Agency for facilitating sale of Kenduleaf**'

Sir,

The undersigned having read and examined in detail all the EOI documents pertaining to the Selection of Marketing Support Agency for facilitating sale of Kenduleaf , do hereby express the interest to do the work as specified in the scope of work.

Information Format

1	Name of the Agency / Organisation	
2	Address with Contact No and Email	
3	Name and designation of the authorized contact person	
4	Year of Establishment	
5	Constitution of organisation and legal status	
6	The details of the top management with professional qualifications and Experience (Separate Sheet may be attached for individual profile)	
7	Accreditation / recognition / certification if any. If yes, furnish certified copies	
8	Financial Statement of last three years	
9	Business Volumes handled in last three years	

10. List of similar Assignments handled in last three years:

Sl. No	Year	Name of Assignment	Client name	Supporting Documents

11. Whether following documents have been enclosed with the application:

Sl No	Documents	Yes/No
1	A write up on the capability statement	
2	A write up on the understanding of the assignment	
3	CV's of the person(s) proposed to be involved for this contract	
4	Company/ Organization profile giving details of current activities and management structure	
5.	Undertaking mentioning the organisation has not been black-listed by any of the State Government / Central Government or International organisation	
6.	Any other supporting documents	

I/ We hereby declare that my/ our EOI is made in good faith and the information contained is true and correct to the best of my/ our knowledge and belief.

Thanking you,
Yours faithfully,

(Signature of the Applicant)

Name:

Designation:

Seal:

Date:

Place: