

ଓଡ଼ିଶା ବନ ଉନ୍ନୟନ ନିଗମ ଲିମିଟେଡ୍ Odisha Forest Development Corporation Limited



(A Government of Odisha Undertaking)

CIN-U02005OR1962SGC000446

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

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No. 7834/OFDC-25011/24/2025 Dt 02.05.2026

Express of Interest (EoI) for Selection of Marketing Support Agency for sale of Kenduleaf

Odisha Forest Development Corporation Ltd (OFDC), Bhubaneswar invites Expression of Interest (EOI) in conformity with the detailed EOI document, for selection of marketing support agency for facilitating sale of kenduleave produced in different parts of the state of Odisha. The EOI can be downloaded from our website (www.odishafdc.com) and the EoI document in complete manner along with enclosers can be sent in sealed envelope superscribed as "EoI for Selection of Marketing Support Agency" either in person / through speed post in the following address so as to reach within 5.00 PM of 15.05.2026.

For Odisha Forest Development Corporation Ltd.

Managing Director

Managing Director
Odisha Forest Dev. Corpn. Ltd.
Bhubaneswar

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

1. Introduction

OFDC invites EoI (Expression of Interest) from reputed agencies to express their interest in conducting a market study on demand/ supply of kenduleaf in the country. The purpose is to select and empanel potential agencies with experts having necessary market knowledge, business experience & expertise and network for facilitating in developing & implementing various strategies for sale of kenduleaf inside and outside India.

2. Scope of work

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

❖ **Market Study**

The agency should do a comprehensive market survey on production, sale, demand & supply of kenduleaf in different parts of the country along with pricing structure, consumption pattern and possibility / feasibility of its export etc. Use of kenduleaf other than bidi making if any is also to be explored.

❖ **Identify potential buyers for kenduleaf**

The agency should identify prospective Bidi manufacturing units / Exporters/ Traders / individual buyers inside and outside India. List of Countries where kenduleaf is used as bidi is to be identified. Scope of bulk purchase of kenduleaf by manufactures / suppliers need be examined and reported. The agency is also to suggest prospectus of global tender and other strategies for sale of kenduleaf in a transparent and competitive manner in order to invite maximum bid value followed with best realisation of value.

❖ **Assist OFDC in realising best possible Selling price**

The agency should assist and guide OFDC Ltd in discovering best possible way for increasing the average selling price for its products, by providing all possible market information and market scenarios. Changes in the existing sale policy vis-à-vis terms and conditions if any are to be suggested, which can help OFDC in taking well informed decision for selling the commodities. Digital innovation including AI for improving branding needs to be explored.

❖ **Facilitate sales transaction:**

The agency should facilitate execution of sales and agreements with identified and selected buyers, completion of all formalities for export including documentation and meeting necessary legal requirements and explore possibilities of corporate partnership with Export agencies etc.

❖ **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 as per following eligibility criteria: -

- ❖ The Agency should be a registered firm/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 a minimum period of three years ending 31 March 2026.
- ❖ The Agency should have a minimum turnover of Rs.50 lakhs (Rupees Fifty lakhs) per annum during last three financial years (the startups registered with Government of India/Odisha with experts having relevant experience are exempt from turnover requirements if relevant certificates are presented in the proposal).
- ❖ The Agency must have technical competency with well experienced and sufficient staff to take-up the activity at multiple locations simultaneously.
- ❖ The Agency/experts must have done at least one similar type of work in the past.
- ❖ The Agency should furnish an undertaking to the effect that they have never been black-listed by any institution /body/ Government/PSU in India or abroad.

4. Documents to accompany the offers

The applications shall be considered complete on submission of following documents:

- ❖ Expression of Interest in prescribed format- **Annexure –I**
- ❖ Document in support of experience in undertaking similar assignment if any with copy of work order, satisfactory completion certificate etc.
- ❖ Discloser of Financial status of the Agency.
- ❖ List of experienced staff working in the organisation along with their educational background qualification and experience etc.
- ❖ Other information in support to the scope of work if any.

NB- Every sheet and form complete in all respects, shall be sealed and signed by the person / person duly authorized for the purpose. The Power (s) of Attorney on a Rs100/- stamp paper authorizing the signatory if any shall be enclosed with the offer. Corrections made in the proposal if any shall be duly authenticated by the Authorized Signatory.

5. Submission of Offers

The agency shall submit the offer in a sealed cover containing two separate sealed covers in Part-A & B as below:

Part-A shall be named as "Technical Bid" and shall comprise of as below:

- ❖ Expression of Interest duly filled in the format as at **Annexure-I**
- ❖ Documents relating to other eligibility criteria as at clause-3 above to be submitted as **Annexure-II**.
- ❖ Undertaking to the effect that the agency has never been black-listed by any Institution /Body/ Government/PSU in India or abroad.

Part-B shall be named "Financial Bid"

- ❖ The Financial proposal shall contain the filled in form as per Annexure III below:

Consultancy Fees for submission of the report as per the scope of work	Amount including GST (in Rs)
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The financial evaluation for the selection of the Consultant shall be conducted solely on the basis of the lowest financial proposal (L1) submitted for the Project Report (DPR). However, for post-sale activities such as preparation of various reports on production and sales including sales data for facilitating management decision making, the 'Authority' reserves the right to negotiate with the most responsive bidder (L1) to continue with the same Consultant for the aforesaid post-DPR services.

6. Evaluation Procedure

The proposals will be evaluated by a committee constituted by OFDC Ltd on the basis of the eligibility criteria, general outlook of the firm, relevant experience, geographical presence and assessing the profile key staffs of the firm and ability etc. The Committee may ask for meetings or seek written clarifications from the agencies towards compliance/clarifications on their proposals if required and the agencies are to co-operate in this regard.

❖ Technical Evaluation Scoring Matrix

Technical evaluation of agencies who qualify the primary criteria will be done by the Committee. The Committee will evaluate the proposals submitted by agencies, assess their knowledge, scope and ability etc. based on their profiles and presentations etc. and evaluate the individual score of each agency out of total 100 marks. The highest technical score will be awarded 100% and score of other agencies will be evaluated as per formula: -

$T_n = \{(\text{Technical bid score of the agency} / \text{highest technical score}) \times 100\} \% \text{ nearer to two decimals.}$

The agencies securing technical score of minimum 70% will qualify for financial evaluation.

❖ Scoring scheme

- 1.Organisation Profile: 10
- 2.Experts: 70
 - A: Years of experience: (max mark 30)
 - >15 years: 15
 - >10-14: 10
 - <10: 5
 - B: Education: (max mark 30)
 - PhD: 15
 - PG: 10
 - Graduate: 5
 - C: Prior work in Forest/OFDC/Market research: 10
- 3.Methodology: 20

Evaluation of Financial Bids

The financial bids of technically qualified bidders (i.e., bidders with a minimum of 70 marks in Technical Evaluation) will be opened on the prescribed date in the presence of bidder representatives.

The financial evaluation for selection of the Consultant shall be conducted solely on the basis of the lowest financial proposal (L1) submitted for the preparation of the Market Study Report.

Any conditional bid will be rejected. In the event that there are two or more bidders having the same value in the financial bid, the bidder securing the highest technical score will be adjudicated as “Best Responsive Bid” for award of the assignment.

The bidder with the lowest qualifying financial bid (L1) will be awarded 100% score. Financial score for other bidders will be evaluated using the following formula:

$$F_n = \{(\text{Financial Bid of L1} / \text{Financial Bid of Bidder}) \times 100\} \%$$

NB: The Committee reserves the right to reject any or all proposals without assigning any reason and the decision of the Committee on evaluation of the proposals will be final and binding on all.

7. Final Evaluation of Bids

The technical and financial evaluation scores secured by each bidder will be added using a weightage formula of 75% and 25% respectively to compute the composite score. The composite score will be computed as under:

$$B_n = 75\% \times T_n + 25\% \times F_n$$

The bidder securing the highest composite score will be adjudicated as the most responsive bidder for award of the project. In the event of composite bid scores being found tied, the bidder securing the highest technical score will be awarded the project or any other method as decided by the competent Authority.

8. 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 in the EoI.

9. Time Period

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

10. Disclaimer

OFDC Ltd reserves the right:

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

Expression of Interest w.r.t. No 7834 /OFDC-25011/24/2025 Dt 02.05.2026

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 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 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 (startups/MSMEs need to attach relevant documents)	
6	The details of management with professional qualifications and experience (Separate Sheet may be attached for individual profile)	
7	Accreditation / recognition / certification if any may be enclosed.	
8	Financial Statement of last three years need be enclosed.	
9	Business volume handled in last three years (not applicable for startups)	
10	Likely period of submission of report	

11. List of similar Assignments handled by agency/experts in the past:

Financial Year	Name of Assignment	Name of the Client	Supporting Documents if any

12. 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/ Methodology	
3	CVs 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	
6.	Any other supporting documents	

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

Thanking you,

Yours faithfully,

(Signature of the Applicant)

Date:

Place

Name:

Designation:

Seal: