

# boyanika

## EXPRESSION OF INTEREST

**No. 1233**

**Dt. 20.05.2026**

Expression of Interest (EOI) in sealed cover is hereby invited from interested & experienced professional agencies for Product **Photo-shoot, Development of AV content & Social Media management** of Boyanika. **The last date & time for submission of application is 22.06.2026 at 05.00PM.** Refer website for details- [www.boyanika.com](http://www.boyanika.com). All the information on this EOI will be available in the above website from **02.06.2026.**

**Sd/-  
Managing Director  
Boyanika**



---

**EXPRESSION OF INTEREST (EOI)**

**FOR ENGAGEMENT OF A PROFESSIONAL AGENCY**

**FOR PRODUCT PHOTO-SHOOT, DEVELOPMENT OF AV CONTENT**

**AND SOCIAL MEDIA MANAGEMENT OF BOYANIKA**

---

**ODISHA STATE HANDLOOM W.C.S. LTD. (BOYANIKA)**

**BOYANA BHAWAN, UNIT-III, KHARAVELA NAGAR, BHUBANESWAR-751001**

**TEL: (0674) 2395387, E-MAIL: [boyanikabbsr@yahoo.in](mailto:boyanikabbsr@yahoo.in)**

**ODISHA STATE HANDLOOM W.C.S. LTD. (BOYANIKA)**  
**HANDLOOMS, TEXTILES & HANDICRAFTS DEPARTMENT, GOVT. OF ODISHA**

**EXPRESSION OF INTEREST (EOI) FOR ENGAGEMENT OF A PROFESSIONAL AGENCY**  
**FOR PROUCT PHOTOSHOOT, DEVELOPMENT OF AV CONTENT & SOCIAL MEDIA**  
**MANAGEMENT OF BOYANIKA**

**No.1233**

**Date: 20.05.2026**

Expression of Interest (EOI) in sealed cover along with requisite documents are invited from interested & experienced professional agencies for Product Photoshoot, development of AV content & Social Media management of Boyanika.

The Bid Document can be downloaded from the website: [www.boyanika.com](http://www.boyanika.com). The bidder has to submit the cost of document i.e., Rs.500/- in shape of DD favoring Managing Director, Boyanika with the technical bid. The last date of receipt of the sealed offers in the office at Boyanika is up to **05.00PM on dt.22.06.2026** by **Speed Post/ Registered Post** only. The "Technical Bids" will be opened at **4.30PM on dt. 24.06.2026** in presence of the bidders or their authorized representatives. The "Financial Bids" of qualifying bidders will be opened on suitable date and time under intimation to the qualified bidders.

The bidders have to submit documents as specified along with technical bid in conformity with the detail terms & conditions in bid documents.

**The authority reserves the right to accept or reject any or all the offers without assigning any reason thereof.**

**Sd/-**  
**Managing Director**

## DATA SHEET

<b>Sl. No.</b>	<b>Particulars</b>	<b>Details</b>
1	Name of the Client	Odisha State Handlooms W.C.S. Ltd. (Boyanika), Handlooms, Textiles & Handicrafts Department, Govt. of Odisha
2	Method of Selection	QCBS (Quality and Cost-Based Selection)
3	Date of Issue of EOI	20.05.2026
4	Deadline for Submission	22.06.2026
5	Date of Technical Bid Opening	24.06.2026
6	Date of Financial Bid Opening	To be intimated to technically qualified bidders separately
7	Bid Document Fee (Non-refundable)	Rs. 500/- (Rupees Five Hundred) only in shape of DD favoring Managing Director, Boyanika drawn in any scheduled commercial bank payable at Bhubaneswar.
8	Earnest Money Deposit (EMD) *Refundable subject to satisfactory performance & compliance to laid down conditions.	Rs. 10,000/- (Rupees Ten Thousand) only in shape of DD favoring Managing Director, Boyanika drawn in any scheduled commercial bank payable at Bhubaneswar.
9	Contact Person	1. Sri Arta Ranjan Mohapatra Chief Manager (Marketing) Contact: +91-7077630555 2. Sri Abhisek Nayak Manager- Business Development & Monitoring Contact: +91-8114791599
10	Postal Address for Submission	Managing Director, Odisha State Handlooms W.C.S. Ltd. (Boyanika) Boyan Bhawan, Unit-III, Kharavela Nagar, Bhubaneswar, Odisha-751001 Phone: 0674-2395387 Email: boyanikabbsr@yahoo.in
11	Mode of Submission	Speed Post / Registered Post only to the address as specified at Sl. No 10 during the office hours only. Submission of bid through any other mode and late bid will be rejected.
12	Place of opening of proposal	Chamber of Managing Director, Boyanika
13	Website to visit for download of bid document.	<a href="https://www.boyanika.com/tender/">https://www.boyanika.com/tender/</a>

**EXPRESSION OF INTEREST (EOI) FOR ENGAGEMENT OF A PROFESSIONAL  
AGENCY FOR PRODUCT PHOTOSHOOT, DEVELOPMENT OF AV CONTENT & SOCIAL  
MEDIA MANAGEMENT OF BOYANIKA**

**TERMS OF REFERENCE**

**1. Introduction**

- 1.1. Boyanika, the Odisha State Handloom Weavers Co-operative Society Ltd., an apex society functioning under the administrative control of Handlooms, Textiles & Handicrafts Department, Government of Odisha, represents the rich heritage and artistry of Odisha's Handloom sector. Established in 1956, Boyanika serves as a bridge between Odisha's skilled weavers and a global audience, showcasing the unparalleled craftsmanship and cultural ethos of the region.
- 1.2. With a network of 40 stores spanning Odisha, New Delhi, and Kolkata, Boyanika stands as a symbol of Odisha's vibrant cultural identity and a trusted name for high-quality Handloom products. Its offerings include an exquisite array of sarees, fabrics, and garments, each narrating a story of meticulous artistry. Boyanika's essence lies in its authenticity and cultural significance.
- 1.3. The organization collaborates with master weavers and design experts, blending innovation with traditional aesthetics. It plays a pivotal role in empowering weavers through its extensive network of primary weavers' co-operative societies. By providing sustainable livelihoods, ensuring fair trade practices, and uplifting rural communities, Boyanika is not just a brand but a movement for socio-economic transformation.
- 1.4. Boyanika has consistently demonstrated robust sales performance. Its unwavering focus on quality, authenticity, and customer satisfaction has positioned it as a leader in the Handloom retail sector. With the growing global demand for sustainable and handmade textiles, Boyanika is well-poised to boost its sales performance in E-commerce as well.
- 1.5. To further augment its branding, marketing, and digital outreach efforts, Boyanika invites Expression of Interest (EOI) from reputed and experienced agencies for Product Photoshoots, Videography, Graphic Designing Services & Social Media Management.

**2. Objective**

- 2.1. The objective of this EOI is to empanel a professional agency capable of:
  - 2.1.1. Enhancing Boyanika's brand identity through high-quality visual content.
  - 2.1.2. Creating compelling product photography and promotional creative.
  - 2.1.3. Supporting digital marketing and social media engagement.
  - 2.1.4. Delivering consistent and impactful storytelling aligned with Odisha's handloom heritage.

**3. Duration**

- 3.1. The engagement shall be for one year from the date of agreement, extendable based on performance.

#### 4. Scope of Work

- 4.1. The agency is required to provide end-to-end services for all aspects of the scope of work for the entire duration of engagement. The detailed scope of work, which inter alia includes but is not limited to the following:

The scope of work has been divided across following five segments which need to be adhered to while working:

4.1.1. Videography (Reels, Videos, TVC, Documentary Films etc.)

4.1.2. Professional Product Photo-shoot

4.1.3. Graphic Designing & Making Creatives

4.1.4. Social Media Management of Boyanika's all platforms.

#### 4.2. **Making of AV Contents (Videography)**

4.2.1. Creation of short-form engaging video content/ Reels/ Shorts up to 60 Seconds to be used in Social Media & Website or at any other promotional activities aligned with Festive Occasions/ Rebate/ Campaigns/ Events/ Weaver Story telling/ Quality & Authenticity/ Unique Weaves & GI tagged Products/ New Arrivals/ History & Legacy/ Outlet connect/ Brand Connect etc.

4.2.2. Videos/ Television Commercial (Up to 120 Seconds)

4.2.3. Videos/ Documentary Films (2 to 5 Mins)

4.2.4. *Quantifiable Deliverable: The softcopy of the final edited output videos/ reels/ shorts/ TVC/ Documentary Films in 4k in MP4 & MOV format along with HD images and all audio mixed & unmixed files in MP3 format are to be submitted in a pen drive/ SSD only. Modified versions of such videos/ reels/ TVC/ Documentary Films (as & when required).*

#### 4.3. **Professional Product Photo-shoot**

4.3.1. High-quality product photography of each product to be uploaded on Boyanika's e-commerce platform.

4.3.2. Each product should have 10 photographs capturing different angles and details. For example for a Saree: Full body shot, Anchal (Pallu) close-up, Border details, Blouse piece & more over additional angles for texture and weave clarity. Similar approach for other products like Kurta/ Kurti, Salwar Suit Sets, Dress Material, Fabrics, Diaries, Notepads, Bags, Bedsheets, Pillow Covers, Designer Products etc.

4.3.3. Images must be professionally cropped and edited as per e-commerce platform standards before submission.

4.3.4. *Quantifiable Deliverable: Submission of images (Each product should be One folder) in a pen drive.*

#### 4.4. **Graphic Designing & Creatives**

4.4.1. Designing promotional creatives- Text based, Photographs, Statis, Carousels, Infographics, aligned with Festive Occasions/ Rebate/ Campaigns/ Events/ Weaver Story telling/ Quality & Authenticity/ Unique Weaves & GI tagged Products/ New Arrivals/ History & Legacy/ Outlet connect/ Brand Connect etc.

4.4.2. Creatives should be suitable for Print & Electronic Media, Social Media, Hoardings, Banners (Print & Digital both) and other promotional activities.

4.4.3. *Quantifiable Deliverable: Creatives developed for various media & purpose should be submitted in the required sizes, quality/ resolution, formats via email.*

4.5. **Social Media Management**

4.5.1. Development of a detailed monthly Calendar/ Schedule for the Posts/ Reels/ Videos/ any other content in consultation with Boyanika's Marketing team at least 10 days before starting of the month for placing before the concerned authority for necessary approval.

4.5.2. Development of content (both written & creative/ reel/ video) as per the approved calendar at least 2-3 days in advance for placing before the concerned authority for necessary approval (through digital medium) & then posting on various Social Media platforms- Facebook, Instagram, X & Youtube etc. as scheduled.

4.5.3. Special Focus on Brand Building for Boyanika with 360 approach & User generated contents.

4.5.4. The agency will nominate at least two/ three expert team members & one dedicated manager to work closely with the Marketing team of Boyanika always.

4.5.5. *Quantifiable Deliverable:*

4.5.5.1. *Submission of a Calendar at least 10 days before starting of the month having five posts weekly in each platform, one campaign per month, three to four reels per month.*

4.5.5.2. *Submission of content (both written & creative/ reel/ video) as per the approved calendar at least 2-3 days in advance for placing before the concerned authority for necessary approval (through Whatsapp group).*

4.5.5.3. *Posting of approved content on various Social Media platforms- Facebook, Instagram, X & Youtube etc. as scheduled in the approved calendar.*

4.6. **Report Submission**

4.6.1. Developing a comprehensive booklet which should be a color printed (glossy paper) document in support of all the activities including:

4.6.1.1. *Images of all products part of the photo-shoots (one image of each product).*

4.6.1.2. *The creatives developed with or without content and the posts done against the approved calendar,*

4.6.1.3. *Monthly performance reports for each platform having insights & impact of the posts/ contents.*

**5. Eligibility Criteria**

5.1. The agency should be a registered firm under relevant acts.

5.2. The turnover of the agency in FY 2024-25 should be at least INR 25 lakhs.

5.3. The agency must have undertaken a minimum of three assignments in product photography & videography preferably in textile/ fashion sector in last 3 yrs. (2025-26, 2024-25, 2023-24).

5.4. The agency must have undertaken a minimum of three assignments in graphic designing, content creation & social media management in last 3 yrs. (2025-26, 2024-25, 2023-24).

5.5. The agency must have undertaken a minimum two assignments each working in content creation & social media management at least for a period of one year with Government of Odisha in last 3 yrs. (2025-26, 2024-25, 2023-24).

## **6. Terms & Conditions for Applying**

- 6.1. This Bid document will be received in sealed cover super scribed "Expression of Interest for engagement of a professional agency for Product Photoshoot, development of AV content & Social Media management of Boyanika" (containing sealed technical bid and financial bid in separate sealed covers) by the office at Odisha State Handlooms W.C.S. Ltd. (Boyanika), Boyana Bhawan, Unit-III, Kharavela Nagar, Bhubaneswar, Odisha-751001 up to 5.00 PM on dt 22.06.2026.
- 6.2. The agencies must submit their proposal by Speed Post/ Registered Post only to the address as specified at Sl.No.10 of the DATA SHEET during the office hour only on or before the last date and time for submission of proposal as specified at Sl.No. 4 of the DATA SHEET. Submission of proposal through any other mode and late bid will be rejected. Boyanika will not be responsible for postal delay/ any consequence in receiving of the proposals.
- 6.3. The agency shall deposit earnest money as prescribed in the EOI as a guarantee of good faith. The amount will be counted towards security for due performance of the contract. In the event of refusal to execute the agreement in schedule time, the same will be forfeited. If the offer of the agency is not accepted, the earnest money will be refunded without any interest.
- 6.4. The above deposit of agency shall remain as security for the due rendering of services. On successful completion of the event, the same will be refunded as per agreement.
- 6.5. Communication by email from the authorized email address of Boyanika ([boyanikabbsr@yahoo.com](mailto:boyanikabbsr@yahoo.com)) would be treated as full and final communication in all respect.

## **7. Selection of Agency**

- 7.1. The agency will be selected on the basis of Quality cum Cost Based Selection (QCBS) mode with weightage ratio 70:30 (Technical: Financial) assessed by the designated committee.
- 7.2. The technical bid will be opened first by a designated committee on a pre-decided date and time in presence of the bidders/ their representatives.
- 7.3. The bidders will be called for interaction with the Evaluation committee where they will present their credentials. The bidders will be required to present their submitted presentation in front of the Evaluation committee for evaluation.
- 7.4. The technically qualified bidders will be notified about the financial bid opening date and time via email.
- 7.5. The financial bid of the qualified bidders only will be opened by a designated committee on the pre-decided date and time.
- 7.6. The qualified bidders will be notified of the selection results via email.

## **8. Technical Bid**

- 8.1. The bidder has to submit the Technical Bid in the prescribed format i.e., Covering letter and other information as per the "Annexure-IV" along with following documents fulfilling the eligibility criteria.
  - 8.1.1. Demand Draft of Rs. 500/- (Rupees five hundred) only in favour of Managing Director, Odisha State Handlooms W.C.S. Ltd. (Boyanika), drawn in any scheduled commercial bank payable at Bhubaneswar towards bid document cost.

- 8.1.2. Earnest Money in form of a demand draft of Rs. 10,000/- (Rupees Ten Thousand) only in favour of Managing Director, Odisha State Handlooms W.C.S. Ltd. (Boyanika), drawn in any scheduled commercial banks payable at Bhubaneswar.
- 8.1.3. Valid registration certificate of the bidder towards its constitution.
- 8.1.4. GST Registration Certificate and up-to-date returns of the last two financial years (i.e. FY 2024-25, FY 2023-24).
- 8.1.5. CA certified Balance Sheet & documents to be furnished regarding the turnover (FY 2024-25).
- 8.1.6. Copy of PAN Card and up to date return copy of Income Tax for the last two financial years (i.e. FY 2024-25, FY 2023-24).
- 8.1.7. Documents as required to show proof of work against points mentioned under Pt. 5.
- 8.1.8. Detailed profile of the bidder including the list of dedicated manpower with detailed educational qualification & work experience, to be nominated for this project to work closely with Boyanika, if selected.
- 8.1.9. Power of Attorney in favour of the person signing the bid on behalf of the bidder.
- 8.1.10. Undertaking for not having any judicial proceedings pending against the bidder in the court of law. (Annexure-I).
- 8.1.11. Undertaking in shape of affidavit for not have been blacklisted by any Central/ State Govt/ any autonomous bodies during the recent past (Annexure-II).
- 8.1.12. Undertaking regarding trueness and correctness of the information submitted by the firm (Annexure-III).
- 8.1.13. The bid submission checklist (Annexure-VII).
- 8.2. All the bidder shall be required to make presentations of maximum 30 (Thirty) minutes to demonstrate their credentials and the relevant concepts for the scope of work listed under Pt. 4. The soft copy & hardcopy of the PPT to be submitted in the technical bid. The presentations shall broadly cover the following aspects.
  - 8.2.1. Previous work on Professional Product Photo-shoot & Videography.
  - 8.2.2. Previous works on Reels/ Shorts/ Videos of less than 60 Secs.
  - 8.2.3. Previous works on Videos & TVCs of less than 120 Secs.
  - 8.2.4. Previous works on Videos/ Documentary Films of 2 to 5 mins.
  - 8.2.5. Previous work on Graphic Designing and making creatives for Social Media, Print & Electronic Media and Hoardings & Banners.
  - 8.2.6. Previous work on Social Media Management activities.
  - 8.2.7. Detailed profile of the bidder including the list of dedicated manpower with detailed educational qualification & work experience, to be nominated for this project to work closely with Boyanika, if selected.
  - 8.2.8. List of Govt. agencies worked with & the duration of engagement.
  - 8.2.9. Specific achievements, if any.
- 8.3. Anyone found guilty of furnishing false information shall be blacklisted by the H.T.&H. Department, Govt. of Odisha and EMD or Performance Security or both of such agencies shall be forfeited.

#### 8.4. **Evaluation of Technical Bid**

8.4.1. The technical bid will be evaluated on the basis of bid documents submitted by the bidders and presentation before the committee considering all aspects of eligibility criteria and experience.

8.4.2. The Technical Bid scoring (TBs) of bidders shall be as per the mark scoring methodology of QCBS method. The committee members shall assess the technical presentation and assign marks.

#### 8.4.3. Scoring Method:

<b>Description of components for marking</b>	<b>Scoring mode</b>	<b>Max. Marks</b>
Annual Turn Over in FY 2024-25	INR 25 Lakhs- 5 marks INR 40 Lakhs & above- Additional 5 marks  Maximum marks- 10	<b>10</b>
Past Work experience: Nos of similar projects undertaken	Min. three assignments in product photography & videography preferably in textile/ fashion sector in last 3 yrs. (2025-26, 2024-25, 2023-24) -10 marks  04 assignments and above- Additional 5 marks  10 assignments and above- Additional 5 marks  Maximum marks- 20	<b>20</b>
Past Work experience: Nos of similar projects undertaken	Min. three assignments in graphic designing, content creation & social media management in last 3 yrs. (2025-26, 2024-25, 2023-24) - 10 marks  04 assignments and above- Additional 5 marks  10 assignments and above- Additional 5 marks  Maximum marks- 20	<b>20</b>
Past Work experience: Nos of similar projects undertaken	Min. two assignments of working each in content creation & social media management with Government of Odisha at least for a period of one year in last 3 yrs. (2025-26, 2024-25, 2023-24) - 10 marks  03 assignments and above- Additional 5 marks  05 assignments and above- Additional 5 marks  Maximum marks- 20	<b>20</b>
Presentation	Presentation as mentioned under Pt. 8.2	<b>30</b>
<b>Total</b>		<b>100</b>

#### 8.4.4. **Bench Mark Score**

- 8.4.4.1. The bidder is required to achieve a min. Bench Mark Score of 70 marks.
- 8.4.4.2. The bidder securing less than the Bench Mark score will be rejected outright. Only those bidders that have achieved at least the Bench Mark Score in "Technical Bid" evaluation will qualify for opening of their Financial Bids.

### **9. Financial Bid**

- 9.1. The Financial Bid shall be the lump-sum quote including GST for the scope of work mentioned in the EOI Bid Documents to be submitted in the prescribed format (Annex.-VI) which is to be submitted with the prescribed Covering Letter as per the Annex.-V).
- 9.2. The financial bid provided should be inclusive of all costs for execution of all services as mentioned under scope of work under Pt.4.
- 9.3. The evaluation of the financial bid will be done on the overall financial amount as mentioned in Annexure VI.

#### 9.4. Evaluation of Financial Bids

- 9.4.1. Financial Bids of the qualified bidders, in achieving the bench mark score of 70 marks in Technical Bid, would be opened on the scheduled date & time.
- 9.4.2. The lowest financial bid will be given a Financial Bid score (FBs) of 100 Marks. The Financial Bid Score of others will be computed as follows

$$FBsl = \frac{100 \times \text{Lowest Financial Bid Amount}}{F1}$$

(F1 = amount of financial bid of corresponding participant)

#### 9.5. Combined and final evaluation

- 9.5.1. The offers of the qualified bidders will be finally ranked according to their combined Technical Bid Scores and financial Bid Score as follows:

$$CS = TBs \times Tw + FBs \times Fw$$

Where CS is the combined score and Tw & Fw are weightages assigned to Technical Bid and Financial Bid score that shall be 0.70 & 0.30 respectively i.e in the weightage ratio of 70:30. Selection of the bidder shall be solely basing on the highest combined score (CS).

### **10. Terms & Conditions for Selected Bidder**

- 10.1. Selected bidder has to abide by any conditions / alterations as imposed by the authority time to time.
- 10.2. The selected bidder will nominate a dedicated manager who shall be stationed at Bhubaneswar and shall be responsible for immediate interaction with the Boyanika office at Boyana Bhawan, Unit-III, Kharavela Nagar, Bhubaneswar as and when required.
- 10.3. The product photo-shoot is to be done at Boyanika only (except the Outdoor shoots for lifestyle photography, videography & reels) and for executing the same the team will be allowed to use the Boyanika's E-Commerce Section in the presence of the Stock In-charge of E-Commerce Cell.

- 10.4. If any loss or damage is caused to Boyanika or its products including its IP rights, usage permissions & data protection, the damage/ loss amount shall be recovered from the unpaid bills or adjusted from the performance security deposit.
- 10.5. Applicable income tax, shall be deducted at source from all accepted payments, in accordance with the provisions of Income Tax Act, 1961 as amended from time to time.
- 10.6. Boyanika would not be responsible for arranging fooding, transportation, lodging and boarding either at Bhubaneswar or at any other place for the employees/ vendors/ models of the agency. Arrangements must be made by selected bidder.
- 10.7. The selected bidder may be engaged for other projects under the HT&H Deptt., Govt. of Odisha on similar terms and conditions after mutual negotiation.

#### **The Performance Security Deposit**

- 10.8. The selected bidder shall have to sign an agreement in Non-Judicial Stamp paper of appropriate value with deposit of Rs.5,00,000/- in shape of Demand Draft towards performance security within 5 days after acceptance of the EOI proposal.
- 10.9. The Performance Security includes the amount deposited at EMD with the EOI document.
- 10.10. Failure to comply with the conditions of the agreement shall constitute sufficient ground for the forfeiture of the Performance Security.
- 10.11. No interest shall be paid on the Performance Security. The Performance Security shall be refunded after successful completion of the engagement period.
- 10.12. In case of breach of any terms & conditions, the performance security deposit of the selected bidder shall be liable to be forfeited besides annulment of the agreement.
- 10.13. Contract Negotiation, if required will be held at a date, time and address under intimation to the selected bidder. Representative conducting negotiations on behalf of the bidder must have written authority to negotiate and conclude a contract.

#### **11. Mode of Payment**

- 11.1. The invoices of each month along with the digital contents & the documents as mentioned under scope of work (Point 4) will be submitted by the selected agency. The payment processing will be initiated after submission & approval of reports. The payments will be processed quarterly.
- 11.2. Deduction of tax at source, if applicable, shall be made at the appropriate rate, as per the prevailing law at the time of payment.
- 11.3. In case of failure to achieve 100% of each deliverable, the payment will be paid in accordance to the percentage achieved or as decided by Managing Director, Boyanika.

#### **12. Governing Law & Penalty Clauses**

- 12.1. The schedule given for delivery is to be strictly adhered to in view of the strict time schedule.
- 12.2. Any unjustified or unacceptable delay in delivery may result in the cancellation of the contract for pending activities, with Boyanika reserving the right to complete the remaining work through another agency.

- 12.3. Boyanika reserves the right to deduct any applicable penalties or costs from payments due or to become due to the selected bidder.
- 12.4. The payment or deduction of such sums shall not relieve the selected bidder from the obligations and liabilities under the contract of prevailing laws of Government of India/ Government of Odisha.
- 12.5. Failure on selected bidder's part to furnish the deliverables as per the agreed timeline or any deliberate delay will enforce a penalty @ 1% subject to maximum of 10% of the approved rate for the respective work assigned. The amount will be deducted from the subsequent payment. In addition, the Performance Security Deposit amount shall also be forfeited.
- 12.6. The decision of the authority placing the contract, whether the delay in development has taken place on account of reasons attributed to the selected bidder shall be final.
- 12.7. The authority reserves the right to reject any or all the offers without assigning any reason thereof.

Dispute Resolution

- 12.8. Any dispute arising out of the EOI, the decision of the Director of Textiles & Handloom, Odisha shall be final & binding to all.
- 12.9. In case of a dispute, it will be governed by the laws of the court in Bhubaneswar.

\*\*\*\*\*

**UNDERTAKING**

*(On the Bidder's Letter Head regarding not having any pending judicial proceedings for any criminal offence)*

I, hereby undertake that there is no criminal case pending in any Court of Law against our agency or against the Proprietor/ Director/ Persons to be deployed by our agency.

I/ we further certify that Proprietor/ Director/ Persons to be deployed by our company have not been convicted of any offence in any Court of Law during the recent past. I understand that I am fully responsible for the contents of this undertaking and its truthfulness.

Yours sincerely,

Authorised Signatory  
(Signature in full and initials with Date and Seal)

Name and Designation of the Signatory:

Name of the Bidder and Address:

**UNDERTAKING**

*(On the Stamp Paper of appropriate value in shape of affidavit from the Notary regarding non-blacklisting)*

I, hereby undertake that, our agency has not been blacklisted/ debarred by any of the Central Government/ State Government Department/ Office or by any Public Sector undertaking (PSUs) and not blacklisted by any authority during the recent past.

Yours sincerely,

Authorised Signatory  
(Signature in full and initials with Date and Seal)

Name and Designation of the Signatory:

Name of the Bidder and Address:

**UNDERTAKING**

*(On the Bidder's Letter Head regarding trueness of the submitted information)*

I hereby declare that all the information and statements provided in the technical proposal are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our proposal.

Yours sincerely,

Authorised Signatory  
(Signature in full and initials with Date and Seal)

Name and Designation of the Signatory:

Name of the Bidder and Address:

**TECHNICAL BID COVERING LETTER**  
*(ON BIDDER LETTER HEAD)*

[Location Date]

To

[Name and Designation of

Tender Inviting Authority]

(Office Address and Location]

Sub:- EOI for selection of a professional agency for Product Photoshoot, development of AV content & Social Media management of Boyanika (Technical Proposal).

Sir,

I, the undersigned, offer to participate in the tender process to provide services in accordance with your EOI Notice No. \_\_\_\_\_ Dated \_\_\_\_\_. We are hereby submitting our proposal via Speed Post/ Registered Post, which includes Technical Proposal sealed in an envelope.

I, hereby declare that all the information and statements provided in the technical proposal are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our proposal.

I, hereby unconditionally undertake to accept all the terms and conditions as stipulated in the EOI document. In case any provision of this tender is found violated by our agency, then your office shall have the rights to reject our proposal including forfeiture of the earnest money deposit absolutely.

Yours sincerely,

Authorised Signatory

(Signature in full and initials with Date and Seal)

Name and Designation of the Signatory:

Name of the Bidder and Address:

Sl. No.	Specification	Details
1	Name of the Bidder	
2	Name of the Director/ Proprietor	
3	Full Address of Registered Office (if any)	Postal Address:
		Telephone No.:
		Fax No.:
		E-Mail Address:
4	Details of Demand Draft submitted towards Bid Document Cost	DD No:
		Date:
		Amount: (Rs.)
		Drawn on Bank:
5	Details of Demand Draft submitted towards EMD	DD No:
		Date:
		Amount: (Rs.)
		Drawn on Bank:
6	Name & Contact No. of the authorized person signing the bid	
7	Bank Name	Account No.:
		Bank Name:
		Branch Name:
		IFSC:

**8. Financial Turnover of the bidder for the last 3 financial years.**

Financial Year	Turn over Amount (in INR)	Average Turnover (in INR)

**9. Declaration**

I, Shri \_\_\_\_\_, Son/ Daughter/ Wife of Shri \_\_\_\_\_, Proprietor/ Director/ Authorized signatory of \_\_\_\_\_ (Name of the Service Provider), competent to sign this declaration and execute this tender.

I have carefully read and understood all the terms and conditions of the tender and undertake to abide by them. The information and documents furnished along with the tender are true and authentic to the best of my knowledge and belief. I am well aware of the fact that, furnishing of any false information/ fabricated document would lead to rejection of our tender at any stage besides liabilities towards prosecution under appropriate law.

(Signature of Authorized Representative with seal)

Place: \_\_\_\_\_

Date \_\_\_\_\_

Enclosures:

- i. Bid processing Fee in the form of Demand Draft in original.
- ii. EMD in the form of Demand Draft in original.
- iii. Copy of tender document (each page must be signed and sealed)
- iv. Duly filled Technical Bid
- v. List of Documents as applicable.

**FINANCIAL BID COVERING LETTER**

*(ON BIDDER LETTER HEAD)*

[Location Date]

To

[Name and Designation of

Tender Inviting Authority]

(Office Address and Location]

Sub:- EOI for selection of a professional agency for Product Photoshoot, development of AV content & Social Media management of Boyanika (Financial Proposal)

Sir,

I, the undersigned, offer to provide the services for (*insert title of the Service*) in accordance with your EOI No. \_\_\_\_\_ Dated \_\_\_\_\_. Our financial price has been attached. This amount is inclusive of the taxes applicable as per GST Act. I do hereby undertake that, in the event of acceptance of our bid, the services shall be provided in respect to the terms and conditions as stipulated in the tender document.

Our financial proposal shall be binding upon us subject to the modifications resulting from contract negotiations. I have carefully read and understood the terms and conditions of the tender to provide the services accordingly.

I understand that you are not bound to accept any proposal you receive.

Yours sincerely,

Authorised Signatory

(Signature in full and initials with Date and Seal)

Name and Designation of Signatory: \_\_\_\_\_

Address of the Bidder: \_\_\_\_\_

**FORMAT FOR FINANCIAL PROPOSAL**

<b>Particulars</b>	<b>Location</b>	<b>Deliverables/ Unit</b>	<b>Quote in Rs. (including GST)</b>
<b>Reels (Upto 60 Sec.)</b>		Per Reel as & when required	
<b>Videoshoot/ TVC (Less than 120 Sec.)</b>	Less than 150 KMs	Per Video as & when required	
	More than 150 KMs	Per Video as & when required	
<b>Videoshoot/ Documentary Film (2 to 5 Mins)</b>	Less than 150 KMs	Per Video as & when required	
	More than 150 KMs	Per Video as & when required	
<b>Product Photoshoot</b>		Per day basis (Upto 4 Hours)	
		Per day basis (Upto 10 Hours)	
<b>Social Media Management (per Month)</b>	<b><u>Handles- Facebook, Instagram, X, Youtube</u></b> Posts (Facebook, Instagram, X)- 20 Posts per Month Posts (Youtube)- 8 Per Month *For special occasions- No. of posts per day can increase upto 4 to 5.  <b><u>Content Creation-</u></b> 1) Text based, Photographs, Creatives (Statis & Carousels)/ Inforgraphics, Short Videos & Reels aligned with Festive Occasions/ Rebate/ Campaigns/ Events/ Weaver Story telling/ Quality & Authenticity/ Unique Weaves & GI tagged Products/ New Arrivals/ History & Legacy/ Outlet connect/ Brand Connect etc. for Print & Electronic Media, Social Media, Hoardings, Banners (Print & Digital both) etc. 2) Special Focus on Brand Building for Boyanika with 360 approach & User generated contents. 3) Organic promotion & moderation etc.		

Authorised Signatory  
(Signature in full and initials with Date and Seal)

Name and Designation of Signatory:\_\_\_\_\_

Address of the Bidder:\_\_\_\_\_

**BID SUBMISSION CHECK LIST**

<b>Sl. No</b>	<b>Description</b>	<b>Submitted (Yes/ No)</b>	<b>Page No.</b>
<b><u>TECHNICAL BID (ORIGINAL)</u></b>			
1	Covering letter along with information in Bidders Letter Head (Annexure-IV)		
2	Bid Processing Fee (Demand Draft)		
3	EMD (Demand Draft)		
4	Copy of Incorporation/ Registration Certificate		
5	Copy of the GST Registration Certificate and up-to-date returns of the last two financial years (i.e. FY 2024-25, FY 2023-24)		
6	Copy of PAN Card and up to date return copy of Income Tax for the last two financial years (i.e. FY 2024-25, FY 2023-24)		
7	CA certified audited Balance Sheet & documents to be furnished regarding the turnover (FY 2024-25)		
8	The copy of Work Completion Certificates/ Work Orders in support of executing similar kind of projects/ assignments as required against points mentioned under Pt. 5.		
9	Detailed profile of the bidder including the list of dedicated manpower with detailed educational qualification & work experience, to be nominated for this project to work closely with Boyanika, if selected.		
10	Power of Attorney in favour of the person signing the bid on behalf of the bidder.		
11	Undertaking for not having any judicial proceedings pending against the bidder in the court of law (Annexure-I).		
12	Undertaking for not have been black-listed by any Central Govt./ State Govt./ any Autonomous Bodies during the recent past (Annexure-II).		
13	Undertaking regarding trueness and correctness of the information submitted by the firm (Annexure-III).		
14	The bid submission checklist (Annexure-VII).		
15	Presentation Soft copy in Pen drive & Color-printed Hard copy		
<b><u>FINANCIAL BID (ORIGINAL)</u></b>			
1	Covering Letter in Bidders Letter Head (Annexure-V)		
2	Duly filled in Financial Bid (Annexure-VI)		

**It is to be ensured that:**

All information has been submitted as per the prescribed format only. Each part has been separately bound with no loose sheets and each page of all the three parts are page numbered along with Index Page. All pages of the proposal need to be sealed and signed by the authorised representative.

Authorised Signatory (in full and initials with Date and Seal): \_\_\_\_\_

Name and Designation: \_\_\_\_\_