



**Request For Proposal (RFP)
for Setting up of
Odisha Police Strategic Communication and Information Cell
for Odisha Police**

RFP No: Ref Number: <<<RFP-01-CB-OPSC&IC>>>Date: <<.15.04.2023>>

RFP Inviting Authority

**AIG of Police (Provisioning), Odisha State Police Headquarters, Buxi Bazaar, Cuttack,
Odisha 753001 Phone: 0671 2339525 / 2339517**

Disclaimer

The information contained in this Request for Proposal document ("RFP") or any other information subsequently provided to Bidders, whether verbally or in documentary or any other form by or on behalf of the Odisha Police or any of its employees or advisers, is provided to the Bidders on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.

This RFP is not an agreement and is neither an offer nor invitation by the Odisha Police to the prospective Bidders or any other person. The purpose of this RFP is to provide interested Bidders with information that may be useful to them in the formulation of their Proposals pursuant to the RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by the Odisha Police in relation to the Services. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for the Odisha Police Department, its employees, or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements, and information contained in this RFP may not be complete, accurate, adequate, or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this RFP and obtain independent advice from appropriate sources.

Information provided in this RFP to the Bidders is on a wide range of matters, some of which depends upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Odisha Police accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

The Odisha Police, its employees and advisers make no representation or warranty and shall have no liability to any person including any Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense, which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this selection process.

The Odisha Police also accepts no liability of any nature whether resulting from negligence or otherwise however caused or arising from reliance of any Bidder upon the statements contained in this RFP. The Odisha Police may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.

The issue of this RFP does not imply that the Odisha Police is bound to select a Bidder or to appoint the selected Bidder, as the case maybe, to provide the Services and the Odisha Police reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever.

The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses

associated with any demonstrations or presentations which may be required by the Odisha Police, or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Bidder and the Odisha Police shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the Proposal, regardless of the conduct or outcome of the selection process.

Data Sheet

Sl.No.	Particulars	Details
1.	Name of the Organization	Odisha Police Department (Provision)
2.	Method of Selection & Proposal Validity	Quality cum Cost Based Selection (QCBS)&120 Day's proposal validity
3.	Date of Issue of RFP	15.04.2023
4.	Deadline for Submission of Pre-Proposal / Pre-Bid Queries	21.04.2023
5.	Issue of Pre-bid Clarifications	27.04.2023
6.	Proposal Due Date	17.05.2023 till 5 PM
7.	Date of opening of Pre-Qualification Proposal	18.05.2023 3 PM
8.	Date of opening of Technical Proposal	To be informed later
9.	Date of Presentation	To be informed later
10.	Date of opening of Financial Proposal	To be informed technically qualified after bidders
11.	Pre-Bid meeting	To be informed later
12.	Tentativeness of Schedule	A pre-proposal meeting will be held on 26.04.2023 3 PM (Online Link shall be shared based on the request receive from bidder on aig-prov.odpol@gov.in before 15:00 hours, 21.04.2023
13.	Bid Document Fee (Non-Refundable)	Rs.11,800/- (Rupees Eleven Thousand Eight Hundred only) (including GST) in the form of Online Payment
14.	Earnest Money Deposit (EMD) (Refundable) (As Demand Draft from any scheduled commercial bank/nationalized bank in the name of Odisha Police payable at Cuttack)	Rs.5,00,000/- (Rupees Five Lakh only)
15.	Performance Security (As Bank Guarantee from any scheduled commercial bank/nationalized bank in the name of Police Department, Odisha)	5% of the overall contract value for 36 months.
16.	Contact Person	AIG of Police (Provisioning) Odisha State Police Headquarters, Provisioning Section, Buxi Bazar Rd, BepariSahi, Buxi Bazaar, Cuttack, Odisha 753001 Phone: 0671 2339525
17.	RFP can be downloaded from	https://odishapolice.gov.in/ https://tendersodisha.gov.in
18.	Corrigendum to RFP	Any Corrigendum/Addendum to the RFP shall be uploaded to https://odishapolice.gov.in/ https://tendersodisha.gov.in

Sl.No.	Particulars	Details
19.	Holiday	In case a Holiday is declared by Govt of Odisha / Govt of India due to unforeseen circumstances, the new date shall be notified on the website https://odishapolice.gov.in/ https://tendersodisha.gov.in

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SECTION 1: LETTER OF INVITATION

Letter of Invitation

Name of the Assignment: Request for Proposal (RFP) for Selection of an Agency for setting up Odisha Police Strategic Communication and Information Cell for Odisha Police

Odisha Police (the “Authority”), in accordance with the provisions under the Guidelines for Engagement of Consultants and Outsourcing of Services issued in the Office Memorandum No. 37323/F Dt. 30.11.2018 of the Finance Department, now invites reputed, eligible agencies for submitting proposals for setting up of Odisha Police Strategic Communication and Information Cell for Odisha Police.

1. A bidder will be selected under **QCBS** procedure as prescribed in the RFP Document in accordance with the procedures prescribed here with circulated vide Office Memorandum No.37323/F, Dated:30.11.2018 of Finance Department, Govt. of Odisha.
2. Interested bidders fulfilling eligibility conditions as mentioned in the RFP shall submit their proposals on <https://tendersodisha.gov.in>.
3. Complete Bid format
 - a. Part 1: Pre-Qualification & Technical Proposal
 - b. Part 2: Financial Proposal
4. Evaluation of the proposals shall be made as per the evaluation criteria mentioned in the RFP prior to opening of financial proposal.
5. The proposal, complete in all respect as specified in the RFP Document, must be accompanied with a Non-refundable Bid Document Fee and a Refundable EMD of paid as prescribed in the RFP failing which the bid will be rejected.
6. The last date and time for submission of proposal, complete in all respect, is as per the Bidder Data Sheet and the date of opening of the technical proposal is as mentioned in the Bidder Data Sheet, which will be done in the presence of the bidder’s representative at the specified address as mentioned in the Bidder Data Sheet. Representatives of the bidders may attend the meeting with due authorization letter on behalf of the bidder.
7. This RFP includes the following sections:
 - a) Letter of Invitation [**Section-1**]
 - b) Information to the Bidder [**Section-2**]
 - c) Terms of Reference [**Section-3**]
 - d) Technical Proposal Submission Forms [**Section-4**]
 - e) Financial Proposal Submission Forms [**Section-5**]
 - f) Bid Submission Checklist [**Section-6**]
 - g) Standard Form of Contract [**Section-7**]
 - h) Annexure [**Bid Submission Checklist & Performance Bank Guarantee Format and any other relevant assignment related material needs to be provided**]

8. While all information/data given in the RFP are accurate within the consideration of scope of the proposed assignment to the best of the Odisha Police Department 's knowledge, the Odisha Police Department holds no responsibility for accuracy of information, and it is the responsibility of the bidder to check the validity of information/data included in this RFP. The Odisha Police Department reserves the right to accept/reject any /all proposals/cancel the entire selection process at any stage without assigning any reason thereof.

SECTION 2: INSTRUCTION TO BIDDERS

1. Pre-Qualification Criteria:

Each bidder will be assessed based on the following pre-qualification criteria before proceeding for Technical Evaluation. Only bidders qualified as per Eligibility criteria shall be considered for technical evaluation. The bidder is required to produce the copies of the required supportive documents/information as part of their technical proposal failing which the proposals will be rejected.

Sr. No	Eligibility Criteria	Supporting Documents
1.	Incorporation: The bidder should be a company incorporated under Companies Act, 1956/2013 or a partnership firm registered under LLP Act, 2008. and must be in consultancy business and operational for at least 10 years, as on the date of submission of the bid.	Certificate of Incorporation/ Partnership Deed along with PAN, GST registration certificate
2.	Turnover: The Average Turnover/Revenue (from Consultancy services) of the Applicant from last three financial years ending 31 March 2022; shall be minimum Rs. 10.00 Crores or above	Audited financial statements (Profit and Loss and Balance Sheet)
3.	The bidder should have positive net worth as on March 31, 2022	Certified Copy of audited Profit and Loss (P&L) Statements/ Net worth certificate from CA
4.	Work Experience: The bidder must have experience of at least One Project for establishing and running the Communication Cell with any PSU/ULB / State Govt/ Central Govt. Authorities/ Private Company having market capitalization of at-least INR40,000Crore (as on date of publication of this RFP) in India in last 5years from the date of submission	Copy of Letter of Award/ Work Order/ PO/ Completion Certificate/ testimonial
5.	Resources Strength: The Applicant must have an employee strength in consulting atleast 20 on payroll of the company as on date of submission of the bid.	Self-declaration on the letter head of the company by the HR
6.	Blacklisting: The bidder should not be blacklisted by any state/ central government department, agency, corporation, urban local body, PSU, at the time of submission of the bid	Self-declaration on the letter head of the company by authorized signatory
7.	Certifications: The applicant must have ISO 9001:2015 and ISO 27001. All the certificates should be valid at the time of release of bid.	Attach copy of the valid Certificates

Documents/Formats need to be submitted along with TECHNICAL PROPOSAL:

The bidders must furnish the following documents duly signed in along with their Technical Proposal:

- Filled in Bid Submission Check List in Original (Annexure-I)
- Covering letter (TECH– 1) on bidder’s letterhead requesting to participate in the selection process.
- Bid Document Fee & Earnest Money Deposit (EMD) as applicable.
- General Details of the Bidder (TECH – 2)
- Power of Attorney (TECH – 4) in favor of the person signing the bid on behalf of the bidder. Alternatively, bidder can submit Board resolution copy mentioning the Authorized Signatory
- Undertaking for not having been blacklisted by any Indian Central / State Government /PSU as on submission date of this tender
- Declaration regarding Conflict of Interest (TECH - 6)
- Declaration of No involvement in any legal conflicts or any pending legal issues with the Odisha Police during last 3 years. (On the letterhead of the bidder)

Bidders should submit the required supporting documents as mentioned above. Bids not conforming to the eligibility criteria and non-submission of required documents as listed above may lead to rejection of the bid. Submission of forged documents will also result in rejection of the bid. Bidders are advised to study all instructions, forms, terms & conditions, and other important information as mentioned in the RFP Document. The proposal must be complete in all respect, indexed and bound. Each page should be numbered and signed by the authorized representative.

2. Bid Document Fee:

The bidder must furnish as part of technical proposal, the required bid Document fee as prescribed in the RFP failing which the bid will be rejected.

3. Earnest Money Deposit:

The bidder must furnish as part of the technical proposal, an Earnest Money Deposit (EMD) as prescribed in the RFP failing which the bid will be rejected. The EMD of unsuccessful bidders shall be refunded after finalization of selection process and after award and signing of contract with the successful bidder. The EMD may be forfeited on account of the following reasons:

- Any / All information furnished by the bidder is found to be forged / false during the evaluation process.
- Any other circumstance which holds the interest of the during the overall selection process.

The EMD of the Successful bidder may be forfeited on account of the following reasons:

- If Bidder fails to sign the contract within designated period (15 days).
- If the bidder fails to furnish required Performance Bank Guarantee in time.

- If the Bidder withdraws its proposal during the bid validity period as specified in RFP after the closure of bid.

4. Validity of the Proposal:

Proposals shall remain valid for a period of 120 (One hundred twenty days) from the date of opening of the technical proposal. Odisha Police reserves the rights to reject a proposal valid for a shorter period as non-responsive and will make the best efforts to finalize the selection process and award of the contract within the bid validity period. The bid validity period may be extended on mutual consent.

5. Pre-Proposal Queries/ Pre-Proposal Meeting:

Bidders can submit their queries in respect of the RFP and other details, if any, to Police Department, Odisha through e-mail at aig-prov.odpol@gov.in till the timeline as per Bid Data Sheet.

Pre-bid meeting will be held as per the venue and schedule in Bidder Data Sheet. The bidders will have to ensure that their queries for pre-proposal meeting should reach one day before the pre-proposal meeting to the email address mentioned in this RFP.

6. Preparation and Submission of Proposal:

- The bid documents published by the Bid Inviting Officer (Procurement Officer Publisher) in the e-procurement portal <https://tendersodisha.gov.in> will appear in the “Latest Active Tender”. The Bidders/ Guest Users can download the Bid documents from 15.04.2023 and submit it online from 15.04.2023 to 17/05/2023, 5.00 PM after which the same will be removed from the list of “Latest Active Tender”. The bid document is also available at website: www.odishapolice.gov.in.
- The bidder intending to participate in the bid is required to register in the e- procurement portal using an active personal/official e-mail ID as his/her Login ID and attach his/her valid Digital signature certificate (DSC) - Class II or III to his/her unique Login ID. He/ She have to submit the relevant information as asked for about the bidder. The portal registration of the bidder is to be authenticated by the State Procurement Cell after verification of original valid certificates/documents such as (i) PAN and (ii) Registration Certificate (RC) / GST Certificate (for Procurement of Goods) of the concerned bidder. The time period of validity in the portal is co terminus with validity of RC/ GST. Any change of information by the bidder is to be re-authenticated by the State Procurement Cell. After successful authentication, bidder can participate in the online bidding process.
- The Bidder is required to type his/her Login ID and password. The system will again ask to select the DSC and confirm it with the password of DSC as a second stage authentication. For each login, a user’s DSC will be validated against its date of validity and against the Certificate Revocation List (CRL) of respective CAs stored in system database. The system checks the unique Login ID, password and DSC combination and authenticates the login process for use of portal.
- Complete Bid Format shall be submitted as

- a. Part 1: Pre-Qualification & Technical Proposal
- b. Part 2: Financial Proposal
- v. In case the Technical Proposal has the financial proposal, the bid would be summarily rejected.
- vi. Evaluation of the proposals shall be made as per the evaluation criteria mentioned in the RFP prior to opening of financial proposal.
- vii. Each page should be page numbered and in confirmation to the eligibility qualifications and clearly indicated using an index page. The Odisha Police Department will not consider any proposal that arrives after the deadline as prescribed in the Bidder Data Sheet. Any Proposal received after the deadline will be outrightly rejected by the authority.

Any deviation from the prescribed procedures /information/ formats/ conditions shall result in out-right rejection of the proposal. All the pages of the proposal must be sealed and signed by the authorized representative of the bidder. Bids with any conditional offer shall be outrightly rejected. All pages of the proposal must have to be sealed and signed by the authorized representative of the bidder. Any conditional bids will be rejected.

7. Opening of the proposal:

- i. Completed proposal must be uploaded on or before the time and date stated in the Data Sheet.
- ii. Opening of Proposals will be done at ***Odisha State Police Headquarters, Provisioning Section, Buxi Bazar Rd, BepariSahi, Buxi Bazaar, Cuttack, Odisha 753001.***
- iii. The Financial Proposal will be opened for the shortlisted applicants who qualify for financial opening as per RFP. The date of opening of Financial Proposal will be notified later.

8. Evaluation of Proposal:

A Three step evaluation process will be conducted as explained below for evaluation of the proposals:

- Preliminary Evaluation (1st Step): Preliminary evaluation of the proposals will be done to determine whether the proposal complies with the prescribed eligibility conditions and the requisite documents/information has been properly furnished by the bidder or not, as per requirements stated above in this RFP.
- TECHNICAL EVALUATION (2nd Stage): Evaluation of the Technical and financial proposals will be based on Quality and Cost Based Selection mode with weightage of 70% and 30% for technical and financial proposals, respectively.
 - 1) In the first phase the Technical Proposals shall be evaluated based on eligibility criteria as mentioned in this TOR.
 - 2) In the second phase the agencies which satisfy the eligibility criteria shall be given marks based on Table: 1 as below TOR. Accordingly, agencies will be ranked based on the marks allotted to them.

9. Technical Evaluation Criteria

Sl. No.	Parameters	Total / Maximum Marks
1	Financial Capacity of the Bidder	10
	<p>The Average Annual Turnover/Revenue of the Bidder from last three financial years ending 31 March 2022</p> <p>>INR. 5 Crore and <=10 Cr. - 5 Marks > INR 10 Cr. and <= INR 20 Cr. – 8 Marks > INR 20 Cr. and above – 10 Marks</p> <p>Note: Audited financial statements (Profit and Loss and Balance Sheet) should be submitted as supporting document.</p>	10
2	Work Experience	30
2.1	<p>A. The Bidder must have experience of Project Monitoring / Project Management / Technical Support or relevant consultancy engagements in India or Global with Central/ State Government, or Undertakings of Central / State Government or International funding agencies ongoing/ completed in last 5 years (Starting from 1st January 2018) with minimum duration of 06 months.</p> <p>B. Bidders will be awarded marks as under: Total Max Marks - 15</p> <p>a) Similar Projects in India - 1 Mark each - Max 5 Marks b) Similar Projects in Odisha - 1 Mark each - Max 5 Marks c) Similar Projects having Cumulative Project Order Value of multiple projects in Odisha</p> <ol style="list-style-type: none"> 1. Cumulative Project Order Value up-to INR 5 Crores - 1 Mark 2. Cumulative Project Order Value above INR 5 Crores - 3 Marks 3. Cumulative Project Order Value above INR 10 Crores - 5 Marks 	15

Sl. No.	Parameters	Total / Maximum Marks		
	<p>C.</p> <p>Note 1: Example of Marks allocated is as below:</p> <ul style="list-style-type: none"> • If the Bidder has 4 Projects in any other state except Odisha, then as per Point a) of 2.1B above it will receive 4 Marks. • However, if a Bidder has 4 Projects in Odisha it will get 4 Marks as per Point a) of 2.1B and 4 additional Marks as per Point b) of 2.1B. • In addition to marks secured in Point 2.1B a) and 2.1B b), as per Point c) of 2.1B above, Bidder will get 1 Mark if it has Projects in Odisha with total Value upto INR 5 Crore, 3 Marks if it has Projects in Odisha with total Value between INR 5 Crore and INR 10 Crore and maximum of 5 Marks if it has Projects in Odisha with total Value over INR 10 Crore. <p>Note 2: Supporting documents like LOA/PO/WO/Agreement Copy or Completion certificate and any other client documents etc. should be submitted along with project citations. Credentials of Bidding entity, its Parent Entity or Member Firms shall be considered.</p>			
2.2	<p>The Bidder must have experience of providing consultancy services for Citizen Engagement / Knowledge Management Project for ULB/ State Govt/ Central Govt Agencies in India in last 5 years (Starting from 1st January 2018) with single work order value of minimum INR 5 Crores.</p> <p>Order Value Above INR 5 Crores – 5 Marks Order Value Above INR 7 Crores – 8 Marks Order Value Above INR 10 Crores – 10 Marks</p> <p>Note: Supporting documents like LOA/PO/WO/Agreement Copy for such projects should be submitted along with project citations.</p>	10		
2.3	<p>Police Sector: The bidder must have experience of at least one project for providing consultancy services to Police Department of any State Govt/ Central Govt. Authorities in last 5 years (Starting from 1st January 2018 onwards).</p> <p>1 Project – 1 Mark (Maximum of 5 Projects)</p>	5		
3	Suitability for the scope of work-Team composition	15		
	<table border="1" style="width: 100%;"> <tr> <td style="width: 60%;">Position</td> <td style="width: 10%;">Marks</td> </tr> </table>	Position	Marks	15
Position	Marks			

Sl. No.	Parameters	Total / Maximum Marks										
	<table border="1"> <tr> <td>Communication Strategy Expert – (1 No.)</td> <td style="text-align: center;"><i>5 marks</i></td> </tr> <tr> <td>Copy Writer (2 No.s – 2 Marks each)</td> <td style="text-align: center;"><i>4 marks</i></td> </tr> <tr> <td>Social Media Analyst (2 No.s – 2 Marks each)</td> <td style="text-align: center;"><i>4 marks</i></td> </tr> <tr> <td>Graphical Designer (1 No.)</td> <td style="text-align: center;"><i>2 marks</i></td> </tr> </table>	Communication Strategy Expert – (1 No.)	<i>5 marks</i>	Copy Writer (2 No.s – 2 Marks each)	<i>4 marks</i>	Social Media Analyst (2 No.s – 2 Marks each)	<i>4 marks</i>	Graphical Designer (1 No.)	<i>2 marks</i>			
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Graphical Designer (1 No.)	<i>2 marks</i>											
4	Approach and methodology	25										
	<p>Approach and Methodology of the Technical proposed submitted along with work plan based on the</p> <table border="1"> <thead> <tr> <th style="background-color: #D9E1F2;">Criterion</th> <th style="background-color: #D9E1F2;">Marks allocated</th> </tr> </thead> <tbody> <tr> <td>Approach and Methodology towards the project, Communication Engagement, Knowledge Management, Grievance Management, etc.</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Innovation and Best Practices</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Relevant Local Knowledge and Understanding of Odisha</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Relevant Local Knowledge & understanding of Odisha Police</td> <td style="text-align: center;">5</td> </tr> </tbody> </table>	Criterion	Marks allocated	Approach and Methodology towards the project, Communication Engagement, Knowledge Management, Grievance Management, etc.	10	Innovation and Best Practices	5	Relevant Local Knowledge and Understanding of Odisha	5	Relevant Local Knowledge & understanding of Odisha Police	5	25
Criterion	Marks allocated											
Approach and Methodology towards the project, Communication Engagement, Knowledge Management, Grievance Management, etc.	10											
Innovation and Best Practices	5											
Relevant Local Knowledge and Understanding of Odisha	5											
Relevant Local Knowledge & understanding of Odisha Police	5											
5.	<p>Presentation: Bidder has to submit the documentation of the above with technical bid and make a technical presentation before evaluation committee</p>	20										
Total Marks 100 (Passing Marks- 70 marks)		100										

The number of points to be assigned to each of the experts shall be determined considering the following sub-criteria and relevant percentage weights:

- Minimum qualifications (Fulfilling minimum education criteria mentioned in the ToR): 20%
- Minimum Experience (Fulfilling Minimum Years of relevant experience criteria as mentioned in the ToR): 30%
- Relevant Sector Experience (Fulfilling experience criteria of relevant sector and assignment as mentioned in the ToR): 50%

For each Technical Proposal, the total points that can be awarded for each Bidder are 100, and the minimum technical score (T) that a Bidder requires to qualify for opening of the Financial Proposal is 70.

The highest evaluated Technical Proposal (Th) shall be given maximum Technical Score (St) of 100. The formula for determining the Technical Scores (St) of all other proposals is calculated as following:

$St = 100 \times T/Th$, in which “St” is the Technical Score, “Th” is the highest Technical Score given, and “T” is the Technical Score of the proposal under consideration.

- FINANCIAL EVALUATION (3rd Stage): The financial proposals of the bidders qualifying the technical evaluation (2nd Stage) only shall be opened at this stage in the presence of the bidder’s representative who wishes to attend the meeting with proper authorization letter. The name of the bidder along with the quoted financial price will be announced during the meeting.
- For abnormally low financial Proposal, i.e., the Financial Proposal of the bidder shall be declared non-compliant and shall be rejected if it is less than Seventy Five percent (75%) of the Average financial quote of all technically qualified bidders (2nd Stage). The Average Financial Quote would be computed by taking financial quote of all Technically Qualified Bidders and dividing the same by count of technically qualified bidders.
- The Bid having the Lowest Commercial Quote and satisfying above clause shall be termed as the lowest evaluated financial proposal (Sf) and will be given a maximum financial score (Fm) of 100 points.
- The formula for determining the financial scores of other proposals will be computed as follows:
 - $Sf = 100 \times Fm/F$, in which “Sf” is the financial score, “Fm” is the lowest price, and “F” the price of the Proposal under consideration.

10.Evaluation Process:

Proposals shall be ranked according to their combined technical (St) and financial (Sf) scores using the weights (T = the weight given to the Technical Proposal (0.7); P = the weight given to the Financial Proposal (0.3); T + P = 1) as following:

$$S = St \times T + Sf \times P,$$

The Selected Applicant shall be the First Ranked Applicant (having the highest combined score). The Second and third Ranked Applicant shall be kept in reserve and may be invited for negotiations (**at the price of L1**) in case the first ranked Applicant withdraws or fails to comply with the requirements specified in the RFP document.

11.Performance Bank Guarantee (PBG):

Within 15 working days of notifying the acceptance of a proposal for award of contract, the qualified bidder shall have to furnish a Performance Bank Guarantee as defined in this RFP. Failure to comply with the terms and conditions of the contract agreement shall constitute sufficient grounds for the forfeiture of the PBG. The PBG shall be released immediately after three months of expiry of contract provided there is no breach of contract on the part of the qualified bidder. No interest shall be paid on the PBG.

The bidders are requested to submit e-BG as per bid requirement in term of electronics Bank Guarantee quoting Unique Identification Number (UIN) “NCOGD2383P” with NeSL while applying eBG from their respective Banks.

12. Contract Negotiation:

Contract negotiation, if required will be held at a date, time and address as intimated to the selected bidder/s. The bidder will, as a pre-requisite for attendance at the negotiations, confirm availability of all the proposed staff for the assignment. Representative conducting negotiations on behalf of the bidder must have written authority to negotiate and conclude a contract. Negotiation will be performed covering technical and financial aspects, if any, and availability of proposed professionals etc.

13. Award of Contract:

After completion of the contract negotiation stage, the Odisha Police will notify the successful bidder in writing by issuing an offer letter for signing the contract and promptly notifying all other bidders about the result of the selection process. The successful bidders will be asked to sign the contract after fulfilling all formalities within 15 days of issuance of the offer letter. After signing of the contract, no variation or modification of the terms of the contract shall be made except by written amendment signed by both the parties. The contract will be valid for 36 months from the date of effectiveness of the contract and will be extended on mutual consent.

14. Conflict of Interest:

Conflict of interest exists in the event of:

- a. Conflicting assignments, typically Master System Integrator, System Integrator, software development related assignment being executed by the bidding entity or associate entity with the department.

15. Disclosure:

- i. Bidders have an obligation to disclose any actual or potential conflict of interest. Failure to do so may lead to disqualification of the bidder or termination of its contract.
 - Bidders must disclose if they as valid on date, are or have been the subject of any proceedings (such as blacklisting) or other arrangements relating to bankruptcy, insolvency, or the financial standing of the Bidder, including but not limited to appointment of any officer such as a receiver in relation to the Bidder's personal or business matters or an arrangement with creditors, or of any other similar proceedings.
- ii. Bidders must disclose if they have been convicted of, or are the subject of any proceedings relating to:
 - A criminal offence or other serious offence punishable under the law of the land, or where they have been found by any regulator or professional body to have committed professional misconduct.
 - Corruption including the offer or receipt of an inducement of any kind in relation to obtaining any contract.

- Failure to fulfill any obligations in any jurisdiction relating to the payment of taxes or social security contributions.

16. Anti-corruption Measure:

- i. Any effort by Bidder(s) to influence the Odisha Police in the evaluation and ranking of financial proposals, and recommendation for award of contract, will result in the rejection of the proposal.
- ii. A recommendation for award of Contract shall be rejected if it is determined that the recommended bidder has directly, or through an agent, engaged in corrupt, fraudulent, collusive, or coercive practices in competing for the contract in question. In such cases, the Odisha Police shall blacklist the bidder either indefinitely or for a stated period of time, disqualifying it from participating in any related bidding process for the said period.

17. Language of Proposals:

The proposal and all related correspondence exchanged between the bidder and Odisha Police shall be written in the English language. Supporting documents and printed literature that are part of the proposal may be in another language provided they are accompanied by an accurate translation of the relevant passages in English with self-certification for accuracy, in which case, for the purposes of interpretation of the Proposal, the translated version shall govern.

18. Cost of Bidding:

The Bidder shall bear all costs associated with the preparation and submission of its proposal. Odisha Police shall not be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process. A bidder is not allowed to submit more than one proposal under the selection process. Alternate bids are also not allowed.

19. Legal Jurisdiction:

All legal disputes are subject to the jurisdiction of civil court of Cuttack only within Odisha.

20. Governing Law and Penalty Clause

The schedule given for delivery is to be strictly adhered to in view of the strict time schedule. Any unjustified and unacceptable delay in delivery shall render the bidder liable for liquidated damages and thereafter the Odisha Police holds the option for cancellation of the contract for pending activities and completes the same from any other agency. Odisha Police may deduct such sum from any money from their hands due or become due to bidder. The payment or

deduction of such sums shall not relieve the bidder from his obligations and liabilities under the contract. The rights and obligations of the Odisha Police and the bidder under this contract will be governed by the prevailing laws of Government of India / Government of Odisha.

21. Confidentiality:

Information relating to evaluation of proposals and recommendations concerning awards shall not be disclosed to the bidders who submitted the proposals or to other persons not officially concerned with the process, until the publication of the award of contract. The undue use by any Agency of confidential information related to the process may result in rejection of its proposal and may be subject to the provisions of the Odisha Police's antifraud and corruption policy. During the execution of the assignment except with prior written consent of Odisha Police, the Agency or its personnel shall not at any time communicate to any person or entity any confidential information acquired in the course of the contract.

22. Amendment of the RFP Document:

At any time before submission of proposals, Odisha Police may amend the RFP by issuing an addendum at www.odishapolice.gov.in & <https://tendersodisha.gov.in>. Any such addendum will be binding on all the bidders. To give bidders reasonable time in which to take an addendum into account in preparing their proposals, Odisha Police may, at its discretion, extend the deadline for the submission of the proposals.

23. Odisha Police's right to accept any proposal and to reject any or all proposal(s):

Odisha Police reserves the right to accept or reject any proposal, and to annul or amend the bidding / selection / evaluation process and reject all proposals at any time prior to award of contract award, without assigning any reason there of and thereby incurring any liability to the bidders.

24. Copyright, Patents and Other Proprietary Rights:

Odisha Police shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, copyrights and trademarks, with regard to documents and other materials which bear a direct relation to or are prepared or collected in consequence or in the course of the execution of this contract. At the Odisha Police's request, the Agency shall take all necessary steps to submit them to Odisha Police in compliance with the requirements of the contract.

25.Replacement of Key Personnel:

The key professionals to be deployed under this contract must be dedicated in nature. However, Odisha Police reserves the right to request the Agency to replace the assigned personnel if they are not performing to a level of satisfaction. After written notification, the Agency will provide CV of appropriate candidates within Fifteen (15) days for review and approval. The Agency must replace the personnel within fifteen (15) working days from the date of approval of replacement by Competent Authority. If one or more key personnel become unavailable / leaves the project for any reason midway under the contract, the Agency must notify Odisha Police at least fourteen (14) days in advance and obtain the approval prior to making any substitution. In notifying Odisha Police, the Agency shall provide an explanation of circumstances necessitating the proposed replacement and submit justification and qualification of replacement personnel in sufficient detail to permit evaluation of the impact on the engagement. Acceptance of a replacement person by Odisha Police shall not relieve the Agency from responsibility for failure to meet the requirements of the contract. Change in key professionals beyond the allowable limit of the contract leads to implication of liquidated damage up to 5% of the contract value.

26.Force Majeure:

For purpose of this clause, ‘Force Majeure’ means an event beyond the control of the agency and not involving the agency’s fault or negligence and not foreseeable. Such events may include, but are not restricted, war so revolutions, fires, floods, riots, civil commotion, earthquake, epidemics or other natural disasters and restriction imposed by the Government or other bodies, which are beyond the control of the agency, which prevents or delays the execution of the order by the agency. If a force Majeure situation arises, the Agency shall promptly notify Odisha Police in writing of such condition, the cause thereof and the change that is necessitated due to the condition. Until and unless otherwise directed by Odisha Police in writing, the Agency shall continue to perform its obligations under the contract as far as is reasonably practical and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event. The Agency shall advise Odisha Police in writing, the beginning and the end of the above causes of delay, within seven days of the occurrence and cessation of the Force Majeure condition. In the event of a delay lasting for more than one month, if arising out of causes of Force Majeure, Odisha Police reserve the right to cancel the contract without any obligation to compensate the Agency in any manner for whatsoever reason.

27.Settlement of Dispute:

The Odisha Police and the Agency shall make every effort to resolve amicably, by direct negotiation, any disagreement or dispute arising between them under or arising from or in connection with the contract. Disputes not so resolved amicably within 30 days of receipt of notice of such as a dispute shall be adjudicated by competent court at Cuttack, Odisha.

28. Disqualification of Proposal:

The proposal is liable to be disqualified in the following cases as listed below:

- Proposal submitted without Bid Document Fee & EMD as applicable.
- A bidder submits more than one proposal for this RFP, all such proposals shall be rejected, and the bidder shall be disqualified from this bid process.
- Proposal not submitted in accordance with the procedure and formats as prescribed in the RFP.
- During validity of the proposal, or its extended period, if any, the bidder increases his quoted prices.
- Proposal is received in incomplete form.
- Proposal is received after due date and time for submission of bid.
- Proposal is not accompanied by all the requisite documents/information.
- A commercial bid submitted with assumptions, conditions or uncertainty.
- Bids with any conditional technical and financial offer
- If the bidder provides any assumptions in the financial proposal or qualifies the commercial proposal with its own conditions, such proposals will be rejected even if the commercial value of such proposals is the lowest/best value.
- Proposal is not properly sealed or signed
- Proposal is not conforming to the requirement of the scope of the work of the assignment.
- Bidder tries to influence the proposal evaluation process by unlawful/corrupt/fraudulent means at any point of time during the bid process.
- If, any of the bid documents(including but not limited to the hard and soft/electronic copies of the same, presentations during evaluation, clarifications provided by the bidder)excluding the commercial bid, submitted by the bidder is found to contain any information on price, pricing policy, pricing mechanism or any information indicative of the commercial aspects of the bid.
- Bidders or any person acting on its behalf indulges in corrupt and fraudulent practices.
- Any other condition/situation which holds the paramount interest of the Odisha Police during the overall selection process.

29. Liability:

The Liability of the selected Agency under this agreement in any case shall not be beyond the amount of fees payable to the selected Agency under this agreement.

30. Indemnity:

The Agency at all times during the pendency of this agreement, keep the Government/ Authority/ Corporation/ Odisha Police Indemnified to an amount not exceeding the total fees payable to the Agency under this agreement.

31.Performance Evaluation:

Odisha Police reserves the right to review the performance of the selected Agency every 12 Months. If the performance of the Agency / individual personnel deployed by the Agency is not found satisfactory, further review of the Agency /individual personnel will be done at the interval of 6 months. If the performance of the Agency/ individual personnel even after two successive 6 Monthly performance reviews is not found satisfactory, Odisha Police reserves the right to either terminate the contract of the Agency or ask the Agency to replace the individual with another person of similar or better experience.

32.Deployment of Personnel:

The Selected Agency should take care of the following while proposing the personnel to be deployed in the OPSC&I Cell:

- Personnel with no criminal background to be proposed in the Bid for OPSC&I Cell.
- If any proposed team member is involved in a criminal case / police case, then the same needs to be specified in the CV of the said team member.
- If any proposed team member has any personal interest in Odisha Police (close relative/family member working in Odisha Police) then the same needs to be specified in the CV of the said team member.

SECTION: 3TERMS OF REFERENCE
(ToR)

1. Objective of the Assignment:

Effective communication is key to the successful design & delivery of Government projects and services. Public Relations and Social Media strategy is essential to regularly convey information about the activities and projects implemented / managed by Odisha Police and its Wings and Units to diverse stakeholders and create awareness, through direct & indirect engagement. Awareness & Communication programs help in ensuring that the relevant information reaches the right stakeholders at the right time, attracts attention of the users, create awareness about issues and finally influences the behaviour of all concerned in the desired direction. Effective police-public interface is crucial for Policing outcomes. Management of public delivery communication through Social Media platforms is expected to improve the effectiveness of policing efforts.

a) The objectives of setting up of the OPSC&I Cell are as follows: -

- Building a positive identity of Odisha Police among the people of the state of Odisha **and the country at large.**
- Creating Knowledge and Awareness about any crime and criminals in the society through social media.
- Creating a medium for Community Policing and Preventive Policing.
- Building a strong partnership with citizens, media, and civil society for creating awareness and spreading knowledge about Good Work done by Odisha Police.
- Effective use of social media for enhanced outreach, improving the efficiency and management of positive perceptions about the police organizations by connecting with the citizens through social media channels.
- Assisting Odisha Police in using the social media channels or platforms effectively to present policing achievements to the citizens.
- To use social media to receive grievance/ feedback, improve services and efficiency of Police to the citizens.
- Help Odisha Police in collecting intelligence through social media about Crimes, Criminals, Current Trends and any other relevant information.
- Guide, Advise and Train the social media Cells of District Units, and other Wings of Odisha Police

2. Scope of Work

Odisha Police aims to adopt practices to highlight its activities and works to citizens and all other stakeholders. One of the primary objectives of the Strategic Communication and Information Cell is to provide a new and diversified means of assisting Odisha Police in achieving various policing objectives like alerts, crime prevention, crime investigation, crime reporting, community engagement, soliciting tips, grievance redressal and other related objectives through various

media channels.

The OPSC&I Cell will be responsible for advancing the practice of community policing by creating awareness about emerging crimes by creating content on topics like cybercrime. It will also attempt to bring the citizens on board for combating traditional crimes such as; Crime against Women, Road safety, Crime related to Wildlife, Crime related to Economic Affairs, Awareness about Narcotics etc.

Efficient and Clear Communication forms the framework of the programmes / schemes and aims to implement them in a transparent manner, thereby attaining the objectives of the 5T approach, which is a mandate of Government of Odisha. This communication hub and their activities would play a major role in framing the communication framework and making a working model which would be an example for other organizations to follow.

The OPSC&I Cell shall be an end-to-end communication agency for entire Depth and Breadth of Odisha Police, starting from the Police Stations and moving upwards to District Police Offices, Range Offices, State Headquarters and various Wings of Odisha Police like CID-CB, Economic Offences Wing, Cyber Crime, STF, HRPC, Commissionerate of Bhubaneswar-Cuttack, CAW & CW, Armed Police, Forensic Science Lab, etc.

District SP Offices, Range Offices and various Wings of Odisha Police shall each nominate a Nodal officer who will interact with the Agency for communication of Good Work done, Advisories, Crime updates, Rumors, Disasters updates, Approvals for Content, Grievance/ Feedback etc.

The scope of work of the Agency for setting up Odisha Police Strategic Communication, and Information Cell shall broadly include but not limited to the following:

A. End to End Management of Communication Channels:

The Agency shall design, develop, create, and publish content on current and upcoming communication channels like Facebook, Twitter, YouTube, Emailers, Instagram, SMS, Telegram WhatsApp etc. The agency shall develop relatable content for the website of the Odisha Police, the agency shall also be responsible to design and manage the website and its content.

Broadcasting Citizen centric / Important / Relevant / Emergency Information like any Clarification of Rumors, Road Diversions, Road Closures, Accident on Roads, Disasters like Floods, Cyclones, Earthquakes, Safety of Women, Senior Citizens and Children, New Rules and Regulations etc. shall be an important task of the Agency.

The Agency shall prepare and update content for the existing Official Website of Odisha Police. As the Official Website is already operational, the agency will only be required to provide

approved content to the said website. The responsibility of maintaining the official website shall remain with Odisha Police. The Agency shall take approval from the respective wings of Odisha Police / HQ prior to suggesting any modification to the content on the said website. Agency shall ensure that the content is in line with the organizational philosophy of Odisha Police. It is imperative that the facts and figure must be derived from authentic sources and should be duly vetted from the competent authority of Odisha Police.

The Agency shall ensure that the design of the said website and all other official social media handles shall follow the same design language.

B. Grievance Redressal and Feedback Mechanism for Internal Staff and Citizens

The Agency shall be responsible for creating a detailed proposal for Grievance Redressal and Feedback Mechanism for Odisha Police which shall extend to all the Police Stations and various Wings such as CID-Crime Branch, Economic Offences Wing, Crime Against Women & Children Wing, STF, HRPC, Armed Police, Forensic Science Lab etc. The Agency shall study the existing Grievance Redressal and Feedback Mechanism implemented in Odisha Police. Based on their study, the Agency shall prepare a proposal for changes/additions in the existing mechanism. The proposed grievance redressal mechanism shall be available for internal staff as well as citizens.

- The Agency shall suggest a process for grievance redressal and feedback mechanism to Odisha Police. Odisha Police shall approve the mechanism based on internal discussion. As part of this mechanism separate Email IDs/ WhatsApp Number / Social Media handle would be notified for receiving the grievances/feedback
- The Agency shall help Odisha Police in designing a Dashboard to monitor the performance of Grievance Redressal and Feedback Mechanism
- Based on the approved additions/modifications Odisha Police shall make the appropriate changes to the existing Grievance Redressal and Feedback Mechanism
- The Agency shall monitor the implementation and usage of the Grievance Redressal and Feedback Mechanism
- The Agency shall interact with the Nodal Officer of the respective Wing / Unit of Odisha Police and provide a solution regarding the grievance. The Agency will create a mechanism for acting on the feedback received through the said mechanism.
- The agency shall do necessary coordination and follow ups to ensure that the grievances/ feedback received from the citizen/internal staff are acted upon.
- Odisha Police understands that not all grievances / feedbacks are likely to be acted upon immediately as the subject could be of legal in nature, therefore the Agency shall ensure that appropriate responses are provided to the citizens / internal staff regarding the grievance/feedback.

C. Support for Print, Social and Electronic Media

- Prepare a customized communication strategy, including messaging, selection of media tools, etc. aimed at achieving the identified objectives.
- Implement the identified communication strategy, including production of press releases, op-ed pieces, blogs, brochures, and organization of press briefings, launch events, media visits, along with placement of media articles, website creation and content management, etc.
- To organize social media efforts through selection of appropriate media tools and accordingly develop content for the existing and new official accounts in Facebook, Twitter and Instagram and other relevant social media platform.
- To support towards media and civil society relationships through coherent branding and messages related to various schemes and programs implemented by the Odisha Police.
- The agency shall provide accurate, complete, and prompt feedback to user interactions on the media sites. The agency shall seek input from the Odisha Police where the feedback requires such information.
- The Agency should clearly state the social media analytics to track, optimize the social media campaigns being run.
- The Agency shall also moderate the sites to avoid spam, advertisements, inappropriate content, and negative publicity.

The objective is to create and share knowledge with the citizens of the state about crime and its preventive measures and create awareness about various important topics that will keep the citizens of the state safe, secured, and informed.

D. Outreach Program and PR Activity support

- The Agency shall identify and propose events to be taken up by the Odisha Police. The agency shall be responsible for conceptualizing, planning, and budgeting for the events to be taken up.
- The Agency shall be responsible for planning and scoping events, as required by the department, which shall be executed by an event management agency. It may include but not limited to activities such as seminars, conferences, rallies, drives, roadshows, street plays, thematic / cultural / sports events, competitions, awards, door to door citizen consultation etc.
- The Agency shall have to provide creative for all event specific banners and posters. The printing cost of event specific banners and posters shall be borne by respective Wing of Odisha Police/ HQ.
- The Agency shall prepare and maintain an Event calendar after discussion with all the wings of Odisha Police as well as the District SP Offices combining all the existing and new events to give a unified view to the citizens as well as internal staff members of activities happening in Odisha Police across the state.

- Coverage of the events: The Agency shall manage the tracking and submission of online, print & electronic coverage of the events.
- The Agency shall prepare and disseminate project learnings and success stories in physical formats and digital formats, as and when required by the Odisha Police Department. It will include but not limited to carrying out and documenting field investigations, interviews, talk shows, documentaries, coffee table books, magazines, editorials, newsletters etc.

E. Content Development and Creation

- The Agency shall prepare content for text write-ups, short stories, short videos, narrations, blogs, taglines, short messages, surveys, polls, questionnaires, press release, newsletter etc. on the subject matter in English, Hindi, and Odia language, as required.
- The Agency shall be responsible for articulation, publishing, and timely deployment of G2C Services such as Articles & Blogs, Discussion Forums, Groups, Surveys, Polls, SMS, Email, etc. to Citizens as per the directions of Odisha Police.
- Articles and Blogs can range from writing about the accomplishments and performance of a specific Wing, Police Station, a particular crime, news item, articles related to city, emerging crimes, tips for safe online behavior etc. These Articles and Blogs will also feature photos and graphics and will be of length which would be substantive while engaging reader's interest.
- A Forum shall be hosted as part of citizen engagement and will be strictly monitored for hate content and speech. This forum will allow citizens to hold meaningful discussion on events or happening which affect them directly. It will create a sense of community and belonging.
- The Agency shall facilitate a team, or group of people who come together to receive / execute instructions / advisories from Odisha Police. This facility would be most useful for Community Policing / Preventive Policing efforts of Odisha Police. These groups shall promote peace and harmony and will be monitored for hate content and speech.
- Agency will also host Polls and Surveys regarding issues which are of citizen's interest. These are a critical source of data and insights. This will allow Odisha Police to gather responses from citizens regarding the initiatives which it is planning to undertake or modify the initiatives according to the results of the survey.
- Live Webinars on Rules and Regulations to be followed during Riots, Festivals, Events, Do's, and Don'ts, cyber-crime reporting, safe online behavior for children and women shall be conducted regularly by the Agency for increasing awareness of citizens.

In addition to this, the back ground and other scope of work has also been explained in annexure A.

3. Verify the Facts

- Agency shall ensure that any information to be released in any media shall be approved in writing by Competent Authority of the relevant Wing / Unit.
- No information shall be released without prior approval of Competent Authority.
- The team members of OPSC&I Cell / Agency will not communicate with any Print, Electronic and Social Media Representatives unless specifically authorized.
- The team members of OPSC&I Cell / Agency will be prohibited to share their personal opinions which are against the Odisha Police/ Odisha Government on any Print/Electronic/ Social Media channels
- Any other opinions expressed by the individual team members of OPSC&I Cell / Agency shall be termed as personal opinions and not a considered opinion of Odisha Police.
- Any information received by the team members of OPSC&I Cell / Agency as part of the engagement is termed as Confidential Information and they are prohibited to share them with anyone else. If any of the team members is found to be sharing the confidential information, it will be termed as Criminal Breach of Trust and the contract of the Agency will be terminated with immediate effect.

4. Expert/Resources Deployment

The team would be deployed at Odisha Police onsite Full time and as per the minimum monthly deployment as mentioned below. Over and above that, Odisha Police reserves the right to increase or decrease the number of resources as well as experts as and when required as per the terms and conditions detailed below. The Agency personnel shall be stationed at Odisha Police's location in Cuttack/ Bhubaneswar, Odisha as per the directions of DGP of Odisha Police.

Sr. No.	Key Personal	Minimum Qualifications and Experience	Roles and Responsibilities
1	Communication Strategy Expert(1 No.)	<ul style="list-style-type: none"> ▪ PG Diploma in Branding or Communications/MBA (Marketing & Branding) Social work / journalism/digital marketing or related areas / At least 10 years' experience in the relevant field in any reputable state/national level organization. ▪ Preferred experience in branding, communication, outreach activities related 	<ul style="list-style-type: none"> ▪ Overall coordination with the Police Department for the communication cell ▪ Assist in Development of Branding and communication strategy for the police department followed by execution of the strategy. ▪ Handles the digital, social, and print media for the Police Department ▪ Conducts / handles / monitors promotion and outreach programs of the Police

		<p>to public services.</p> <ul style="list-style-type: none"> ▪ He/ She should be well versed in identifying markets and designing appropriate promotion and other communications techniques to reach them. 	<p>Department</p> <ul style="list-style-type: none"> ▪ Responsible for Grievance Redressal and Knowledge Management
2	Copy Writer (2 No.s)	<ul style="list-style-type: none"> ▪ Masters or equivalent in Mass Communication/ Journalism/ PG Diploma in Branding or Communications/MBA (Marketing & Branding)/ At least 7 years' experience in the relevant field in any reputable state/national level organization. ▪ He/ She should have at least 5 years of experience in Branding and Communication related work in government/ private agencies. 	<ul style="list-style-type: none"> ▪ Handles the Public relation activities of the Police Department including Press Release, Press Conference, media handling ▪ Monitor and manage all the external communication on behalf of the Police Department ▪ Verify and approve all the content related to the Police Department before publishing it in press or electronic or digital or social media. ▪ Coordinate with different stakeholder for content generation. ▪ Manage and maintain the core content of the official website and other social media handles.
3.	Social Media Analyst (2 No.s)	<ul style="list-style-type: none"> ▪ Bachelor's Degree in Journalism/Content creation/ Mass Media or equivalent/ 5 years' relevant experience in handling Social Media Accounts and content creation in any reputable state/national level organization. 	<ul style="list-style-type: none"> ▪ Forecasting and radar-based monitoring of social media campaign. ▪ Monitoring of posts in social media channels like Facebook, Twitter, and Instagram.
4.	(Graphical Designer (1 No.)	<ul style="list-style-type: none"> ▪ Bachelor's degree in graphic design, Fine arts, or PG Diploma in Branding or Communications / MBA (Marketing & Branding) equivalent field/ At-least 5 years of relevant experience in designing, Print Media, 	<ul style="list-style-type: none"> ▪ Developing concepts, graphics and layouts for product illustrations, Infographics, and websites. ▪ Working with team members, briefing, and advising them regarding design style, format, print production and timescales. ▪ Work with a wide range of media and use graphic design software

		storyboarding, Illustrations, Print Media & Logo Design in any reputable state/national level organization.	<ul style="list-style-type: none"> ▪ think creatively and develop new design concepts, graphics, and layouts. ▪ Developing concepts, graphics, and layouts for Content on knowledge and awareness.
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Odisha Police shall provide IT infrastructure, Printers, Consumables, Internet Connection and office infrastructure including seating space and allied furniture, etc. for manpower resources deployed by the Agency for setting up the Odisha Police Strategic Communication, and Information Cell for the entire contract period along with a meeting room to host Webinars/Online Meetings etc.

The team members of OPSC&I Cell will be allowed to take 2 Leaves per month and will follow the Office Timings and Leave Calendar of Odisha Police

It is likely that due to extenuating circumstances, on certain occasions the team members of OPSC&I Cell will be required to work during nights, on weekends, on holidays from onsite or from their places of residence.

Section: 4Payment, SLA and Penalties

1. Payment, Timelines of deliverables

Following are the payment milestones and deliverables for the Agency

Sl. No.	Description of Items	Corresponding time frame (months)	Payment Milestone- Professional fees
1.	Submission of Monthly Progress Report (MPR)	Before the 10th day of the next month	As per Monthly Deployment of the resources

2. Contract Period

Contract will be for a period of 3 years from the date of deployment of the personnel in Odisha Police with an annual escalation of 5 % applicable on the Man month quoted as per the bid amount. The agreement can be extended for a further period of 2 years or as mutually agreed. Over and above that Odisha Police reserves the right to increase or decrease the number of resources as well as experts as and when required as per the terms and conditions of this RFP.

3. Payment Terms and Schedule:

- i. The Professional fees payments shall be released as per terms defined in this Section.
- ii. The Invoice will be submitted Monthly along with attendance.
- iii. The payment will be made within 30 days after submission of Invoice with all supporting documents.
- iv. The Selected Agency shall submit the Monthly Progress Report detailing the work done and manpower resource deployed during the month. The payment will be released by the Authority upon receipt of invoice and Monthly Progress Report.
- v. The Selected Agency shall submit the requisite deliverables and satisfactorily performed work as specified under the contract. The requisite payment will be released by Odisha Police upon acceptance of the deliverables and satisfaction with work performed by the Selected Agency.
- vi. For local travel during official visit within Cuttack, Consultants will make their own arrangements for conveyance.
- vii. No payments will be made for any additional work (other than the contracted as per the scope of work of the RFP) which has not been approved in writing by the competent authority.

4. Inputs and Counterpart Services and Facilities:

Office space, furniture, printers, Internet connection, office stationery will be made available to the deployed personnel by Odisha Police. The Agency will be responsible to arrange at its own cost for laptop/desktop for project team.

5. Availability of resources at Odisha Police office:

All the resources as mentioned above shall be available on all working days as per Govt. of Odisha calendar and as and when asked by the Odisha Police. Resources deployed by Agency may be allowed 2 (Two) leaves per month on pro-rata basis, however prior intimation of the Odisha Police shall be required before availing the leave. It is likely that due to extenuating circumstances, on certain occasions the team members of OPSC&I Cell will be required to work during nights, on weekends, on holidays from onsite or from their places of residence.

6. No Idle Time Charges

No idle time charges shall be payable by the Odisha Police, in any case whatsoever.

7. Action and Compensation in case of default

- Condition of Default:
 - a. The deliverables at any stage of the project as developed/implemented by the selected agency do not take care of all or part thereof the scope of work as agreed and defined under the contract
 - b. The deliverables at any stage of the project as developed/ implemented by the selected agency fails to achieve the desired result or do not meet the intended quality and objective as required by the Odisha Police.
 - c. The documentation is not complete and exhaustive.
 - d. There is a change in resource before the completion of a pre-defined period.
- The Odisha Police may impose penalty on the selected agency providing the services as per the service levels defined in this RFP.

8. Service Level and Penalty

Delays in the Selected Agency's performance: Performance of the services shall be made by a selected agency in accordance with the service levels as specified in below table:

Sl. No.	Service Level	Expected Service Level	Penalty level in case of Default
1.	Deployment of all personnel for project after signing the contract or any subsequent requirement	<ul style="list-style-type: none">• 2-3 weeks for Communication Strategy Expert• 1-2 weeks for other	5% of Monthly Payment Due ONLY in the succeeding month.

Sl. No.	Service Level	Expected Service Level	Penalty level in case of Default
	from the Odisha Police during the contract period	team members	

Replacement will be allowed in case any of the following holds true for the personnel.

- i. Resignation and Medical emergency of personnel subject to furnishing of appropriate relieving certificate to Odisha Police.
- ii. Any unavoidable circumstance with appropriate reasons provided in writing and agreed by Odisha Police.

Sl. No.	Service Level	Expected Service Level	Penalty level in case of Default
1.	Replacement of Personnel on resignation/medical emergencies (including death)	<p>a. Resignation: Alternate CV must be submitted before 1 month in case of resignation including Minimum 2 weeks of handover time. of RFP.</p> <p>b. Medical Reason (including death): Alternate CV must be submitted before 2 weeks from the date of event</p> <p>Replacement CV to meet the required criteria</p>	<p>5% of Monthly Payment Due only in the succeeding month (Above penalty will be levied if the personnel will not report at Odisha Police after 3 weeks from the date of acceptance /approval of CV by Odisha Police)</p>
2.	Replacement of personnel at request of Odisha Police due to non-performance of resource	<p>Maximum 3 weeks from date of intimation by the Odisha Police, including Minimum 2 weeks of Handover time.</p> <p>Replacement CV to meet the required criteria of RFP</p>	<p>5% of monthly payment due only the succeeding month. Note: above penalty will be levied if the personnel will not report at Odisha Police after 3 weeks from the date of acceptance/approval of CV by Odisha Police)</p>

Sl. No.	Service Level	Expected Service Level	Penalty level in case of Default
3.	Replacement of personnel at the request of the Selected Agency	No replacement within 6 Months Maximum 1 replacement within a year, with minimum 2 weeks of handover time	5% of monthly payment due only in the succeeding month
4.	Deployment of only those candidates that have been approved by Odisha Police	No changes shall be made within 6 months from starting of the project unless specifically asked for by Competent Authority of Odisha Police..	Upto 5% of the contract value of the Selected Agency or as it may seem appropriate.

9. Calculation of Penalties:

- In situation, where the Selected Agency has incurred a Penalty of equal to or more than Ten (10) % for Three (3) consecutive months at any time during the Contract Period, Odisha Police reserves the right to either invoke the termination Clause or terminate the Contract.
- Odisha Police also reserves the right to invoke the Performance Security furnished by the Selected Agency at the time of signing the Contract with the, if for any reason stated in the Contract document, the Contract of the Selected Agency shall be terminated.
- Total Penalty shall be capped subject to 10% of the Monthly total payments at any time of the Contract. In such situation where the total penalty exceeds the above limit of 10% of the Monthly payments at any time during the Contract, Odisha Police reserves the right to terminate the Contract.

10. Service Levels Change Control

- It is acknowledged that the Service Levels may change as the roles and responsibilities evolve over the course of the Contract period. Any changes to the Service Level provided during the term of the Contract between Odisha Police and the Selected Agency, as defined above, documented, and negotiated in good faith by the Selected Agency. Change in Service Level can be requested by either party.
- Upon receiving any revised requirement in writing from Odisha Police, the Selected Agency would discuss the matter with the Odisha Police for better understanding and requirement.
- In case such requirement arises from the side of the Selected Agency, it would communicate in writing the matter to Odisha Police as well as discuss the matter with Odisha Police, giving reasons thereof.

- In either of the two cases as explained above, both the parties will discuss on the revised requirement for better understanding and to mutually decide whether such requirement constitutes a change in Service Levels or not.
- If it is mutually agreed that such requirement constitutes a “Change in Service Levels” then a new Service Level Agreement will be prepared and signed by the Selected Agency and to confirm a “Change in Service Level” and will be documented as an addendum to this Contract.
- In case, mutual Agreement is not reached, then the Selected Agency shall continue providing Services under the current Service Levels as defined in the contract.

11. Exit Policy and Procedures:

- At the time of expiry of Contract period, as per the Contract, between the Selected Agency and Odisha Police, the Selected Agency needs to ensure a complete knowledge transfer by their deployed Personnel to the new Personnel replacing them.
- Confidential Information, Security and Data: The Selected Agency on the commencement of the exit management period will promptly supply all the following:
 - All information relating to the current services rendered.
 - Documentation relating to any of the Project’s Intellectual Property Rights.
 - Any Project data and confidential information.
 - All other information (including but not limited to documents, records, and Agreements) relating to the services reasonably necessary to enable, to carry out due diligence to transition the provision of the Services to
 - All hardware (including laptops, printers, pen drives etc., if any,) which is a property of the Odisha Police. Before the date of exit of Selected Agency, the Selected Agency shall deliver to Odisha Police all new or up-dated materials from the categories set out in clauses above and shall not retain any copies thereof. However, the Selected agency may retain the copy of documents, records, working paper etc. which they have acquired during execution of the assignment/already delivered.

Annexures Part 1: Technical Proposal
Submission Forms

TECH -1 Covering Letter

(ON BIDDER'S LETTER HEAD)

To,

Date

Inspector General - Provisioning

Odisha Police Headquarters,

Buxi Bazaar,

Cuttack, Odisha 753001

Email – xx.xx@orpol.gov.in

Phone number - +91-671-2339517

Subject: Request for Proposal (RFP) for Selection of an Agency for setting up of Odisha Police Strategic Communication and Information Cell for Odisha Police

Dear Sir,

I, the undersigned, offer to provide the services for the proposed assignment in respect to your Request for Proposal No. **XXXXXXX** Dated: **xx.xx.2023**. I hereby submit the proposal which includes this technical proposal. Our proposal will be valid for acceptance up to 120 Days from the date of submission of the bid and that this proposal will remain binding upon me and may be accepted by you at any time before this expiry date.

All the information and statements made in this technical proposal are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our proposal. If negotiations are held during the period of validity of the proposal, I undertake to negotiate based on the proposal submitted by me. My proposal is binding upon me and subject to the modifications resulting from contract negotiations.

I have examined all the information as provided in your Request for Proposal (RFP) and offer to undertake the service described in accordance with the conditions and requirements of the selection process. I agree to bear all costs incurred by me in connection with the preparation and submission of this proposal and to bear any further precontract costs. In case, any provisions of this RFP/ToR including my technical & financial proposal is found to be deviated, then Odisha Police shall have rights to reject my proposal including forfeiture of the Earnest Money Deposit absolutely. I confirm that, I have the authority to submit the proposal and to clarify any details on its behalf.

I certify that **COMPANY NAME** is not blacklisted by Government of Odisha and any other state government or any of its agencies for any reasons whatsoever and not blacklisted by Central / any other State/UT Government or its agencies as on the date of submission defined by Odisha Police for this RFP.

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

Yours faithfully,

Authorized Signatory with Date and Seal:

Name and Designation: _____

Address of Bidder: _____

TECH -2 Bidders Details

Bidder's Organization (General Detail)

Sl. No.	Description	Full Details
1	Name of the Bidder	
2	Address for communication: Tel: Fax: Email id:	
3	Name of the authorized person signing & submitting the bid on behalf of the Bidder: Mobile No.: Email id:	
4	Registration / Incorporation Details Registration No: Date & Year.:	
5	Bid Document Fee Details Amount: Reference No.: Date: Name of the Bank:	
6	EMD Details Amount Reference No.: Date: Name of the Bank:	
7	PAN Number	
8	Goods and Services Tax Identification Number (GSTIN)	
90	Willing to carry out assignments as per the scope of work of the RFP	YES
11	Willing to accept all the terms and conditions as specified in the RFP	YES

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

TECH – 3 Financial Turnover Capacity of Bidder

Bidder Organization (Financial Details)

Financial Information in INR				
D	FY 2019-20	FY 2020-21	FY 2021-22	Average
Annual Turnover/ Revenue (in Crores)				
<i>Supporting Documents:</i> CA Certificate and Audited Financial Statements (Submission of copies of Income & Expenditure Statement and Balance Sheet for the respective financial years is mandatory along with this form)				

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

TECH – 4: Format for Power of Attorney

(On Bidder’s Letter Head)

I, _____, the _____ (Designation) of (Name of the Organization) in witness whereof certify that <Name of person> is authorized to execute the attorney on behalf of <Name of Organization>, <Designation of the person> of the company acting for and on behalf of the company under the authority conferred by the <Notification / Authority order no.> Dated <date of reference> has signed this Power of attorney at <place> on this day of <day><month>, <year>.

The signatures of <Name of person> in whose favor authority is being made under the attorney given below are hereby certified.

Name of the Authorized Representative:

(Signature of the Authorized Representative with Date)

CERTIFIED:

Signature, Name & Designation of person executing attorney:

Address of the Bidder

TECH - 5 Experience Details

(BIDDER'S PAST EXPERIENCE DETAILS)

Sl. no.	Period	Name of the Assignment with details thereof	Name of the	*Contract Value (in INR Lakhs) and Duration in Month	Date of Award/ Commencement of assignment	Date Completion of assignment	Remarks if any
A	B	C	D	E	F	G	H
1							
2							
3							
4							

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

TECH – 6 Conflict of Interest Declaration

INFORMATION REGARDING ANY CONFLICTING ACTIVITIES AND DECLARATION THEREOF

Are there any activities carried out by your agency which are of conflicting nature as mentioned in Section 2: [Information to the Bidder] under Eligibility Criteria: Para (14 – Conflict of Interest). If yes, please furnish details of any such activities.

If no, please certify,

ON BIDDER’S LETTER HEAD

I hereby declare that our agency has not indulged in any such activities which can be termed as the conflicting activities as mentioned in Section 2: [Information to the Bidder] under Eligibility Criteria: Para (14 – Conflict of Interest).

I also acknowledge that in case of misrepresentation of any of the information, our proposal / contract shall be rejected / terminated by the which shall be binding on us.

Authorized Signatory [In full initials with Date and Seal]: _____

Communication Address of the Bidder: _____

TECH -7: Comments and Suggestion on ToR

Comments and Suggestions on the Terms of Reference/Scope of Work

A: On the Terms of Reference / Scope of Work:

[The Bidder needs to present and justify in this section, if any modifications to the Terms of Reference he is proposing to improve performance in carrying out the assignment (such as deleting some activity considering unnecessary, or adding another, or proposing a different phasing of the activities / study process modifications). Such suggestions should be concise and to the point and incorporated in the technical proposal. Modification / suggestion will not be taken into consideration without adequate justification. Any change in manpower resources will not be taken into consideration]

B: On Input and Facilities to be provided by Odisha Police:

[Comment here on inputs and facilities to be provided by Odisha Police with respect to the Scope of Work]

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

TECH -8 Description of Approach and Methodology

DESCRIPTION OF APPROACH AND METHODOLOGY TO UNDERTAKE THE ASSIGNMENT

[Technical approach, methodology and work plan are key components of the Technical Proposal. In this Section, bidder should explain his understanding of the scope and objectives of the assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. Further, he should highlight the problems being addressed and their importance and explain the technical approach to be adopted to address them. It is suggested to present the required information divided into following four sections]

A. Understanding of Scope, Objectives and Completeness of response

Please explain your understanding of the scope and objectives of the assignment based on the scope of work, the technical approach, and the proposed methodology adopted for implementation of the tasks and activities to deliver the expected output(s), and the degree of detail of such output. Please do not repeat/ copy the ToR here.

B. Description of Approach and Methodology:

- a. Key guiding principles for the study.
- b. Proposed Framework.
- c. Information matrix
- d. Any other issues

C. Methodology to be adopted:

Explaining of the proposed methodologies to be adopted highlighting of the compatibility of the same with the proposed approach. This includes:

- a. Detail research design including sample design and estimation procedure.
- b. Suggestive tools for data collection.
- c. Analysis of field data and preparation of reports
- d. Any other issues

D. Staffing and Study Management Plan:

The bidder should propose and justify the structure and composition of the team and should enlist the main activities under the assignment in respect of the Key Professionals responsible for it. Further, it is necessary to enlist of the activities under the proposed assignment with sub-activities (week wise). (Graphical representation)

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

TECH – 9 Format of Curriculum Vitae (CV)

Format of Curriculum Vitae (CV) for Proposed Core Staff- Onsite personnelonly

1. Proposed Position:

[For each position of key professional separate form Tech-9 will be prepared]

2. Name of Agency:

3. Name of Staff :

4. Date of Birth :

5. Years with Agency:

6. Nationality :

7. Education :

[Indicate college / university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates]

8. Membership in Professional Associations:

9. Other Trainings :

10. Countries of Work Experience:

11. Languages :

[For each language indicate proficiency: excellent, good, fair, or poor; in speaking, reading, and writing]

12. Employment Record:

[Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.]

1	Employee Name	
	From[Year] – To[Year]	
	Position held	
	Task Assigned [List all the performed task under this assignment]	
2	Employee Name	
	From[Year] – To[Year]	
	Position held	
	Task Assigned [List all the performed task under this assignment]	

1. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned

[Among the Assignment/jobs in which the staff has been involved, indicate the following information for those Assignment /jobs that best illustrate staff capability to handle the tasks listed under point 12.]

<i>Name of the Project</i>	
<i>Year</i>	
<i>Location</i>	
<i>Name of the Project Feature</i>	
<i>Position Held</i>	
<i>Activities Performed</i>	

Certification:

I, the undersigned, certify that to the best of my knowledge and belief that this CV correctly describes my qualifications and past experiences. I will undertake this assignment for the full project duration in terms of roles and responsibilities assigned in the technical proposal or any agreed extension of activities thereof. I understand that any misstatement herein leads to disqualification of CV.

Date:

Signature of Key Professional with Date _____

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

Annexures Part 2: Financial Proposal
Submission Forms

FIN-1 (Financial Proposal)

To,

Inspector General - Provisioning

Odisha Police Headquarters,

Buxi Bazaar,

Cuttack, Odisha 753001

Email –xx.xx@orpol.gov.in

Phone number - +91-671-2339517

Address - Odisha Police Headquarters, Buxi Bazaar, Cuttack, Odisha 753001

Subject: Financial Bid for Request for Proposal (RFP) for Selection of an Agency for setting up of Odisha Police Strategic Communication and Information Cell

Sir,

Having gone through the RFP document and having fully understood the Scope of Work; we are pleased to quote the following Professional Fees:

S#	Position	No of Resources	Estimated Duration	Man, month Rate- excluding applicable tax in INR	Total Cost in INR excluding applicable tax in INR
A	B	C	D	E	F=C*D*E
1.	Communication Strategy Expert	1	36 months		
2.	Copy Writer	2	36 months		
3.	Social Media Analyst	2	36 months		
4.	Graphical Designer	1	36 months		
Total Professional fees for a period of 3 years in Figures- INR					Sum of Above (T)
Total Professional fees for a period of 3 years in Words- INR					Sum of Above (T)

1. All payments shall be made in Indian Rupees and shall be subject to applicable Indian laws withholding taxes if any.
2. GST payable shall be as per Applicable Rules over the Fee quoted
3. Any discrepancies between Figures and Words, Words shall prevail.

4. The Authority reserves the right to increase or decrease the resource as per the requirement of the authority. The applicable man month rate would be considered for any additional requirement of resources

Our Financial Proposal shall be binding upon us and this Proposal would be valid up to 120 days from the Proposal Due Date. This Financial Proposal covers remuneration for all personnel cost, all incidental manpower expenses.

The Financial proposal is without any condition.

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

For management of space the bidders can serially arrange their scanned documents as per Format above (all pages should be signed by authorized signatory with seal and then to be scanned) and create two equalized PDF files and upload them to avoid any space constraint.

The BOQ file (Excel file) is to be uploaded in the price bid.

Annexures Part 3 Check List

Bid Submission Checklist

Sl. No.	Description	Submitted(Yes/No)	Page No.
TECHNICAL PROPOSAL			
1	Filled in Bid Submission Check List (ANNEXURE-I)		
2	Covering Letter (TECH -1)		
3	Bid Document Fee of Rs. _____		
4	Rs. _____ as EMD		
5	Copy of Certificate of Incorporation / Registration of the Bidder		
6	Copy of PAN		
7	Copy of Goods and Services Tax Identification Number (GSTIN)		
8	Bidder Details(TECH - 2)		
9	Financial details of the bidder (TECH - 3) along with all the supportive documents such as copies of Profit – Loss Statement and Balance Sheet for the concerned period		
10	Power of Attorney (TECH - 4) in favor of the person signing the bid on behalf of the bidder.		
11	List of completed/on-going assignments of similar nature (Past Experience Details) (TECH - 5) along with the copies of work orders/agreement/ LOA/ PO mentioned in the RFP for the respective assignments		
12	Self-Declaration on Potential Conflict of Interest (TECH - 6)		
13	Comments and Suggestions (TECH – 7)		
14	Description of Approach, Methodology & Work Plan (TECH - 8)		
15	CV of Key Professionals (TECH – 9)		
FINANCIAL PROPOSAL (ORIGINAL + 1 COPY)			
1	Covering Letter and Summary of Financial Proposal (FIN-1)		

Undertaking:

All the information has been submitted as per the prescribed format and procedure.

All pages of the proposal have been sealed and signed by the authorized representative.

Authorized Signatory [In full and initials]:_____

Name and Designation with Date and Seal:_____

Annexure-A

1 Background

Internet access has grown tremendously over the last few years resulting in increasing popularity of social media. Social Media tools have become synonymous with popular culture and new waves of personal and professional Communication. No organization can remain cut off from it. More number of police which is seen as most of the Government on ground. Government image and reputation to a large extent is dependent on how police interact and communicates with the citizens not only in physical world but also virtual world as well. Law enforcement agencies all over the world have, therefore, realized the importance of the use of social media to enhance communication, streamline processes, and increase productivity and improve the quality of services.

Communication is essential in multiple industries, most important in the public safety sector. It has been recognized that a good communication strategy is required to ensure a positive public atmosphere among the citizens. The Odisha Police thus recognizes the need to invest in creating knowledge and awareness through Social Media Channels like Twitter, Facebook, YouTube etc. so that the citizens are not only fully be aware about their surroundings, but also develop a sense of security and belongingness towards the city as well as the Police Department.

Odisha Police intends to hire a professional consultancy firm for setting up Odisha Police Strategic Communication and information Cell (OPSC&I Cell) to **share knowledge and**

create awareness by creating valuable content in form of videos, Audios, Graphics, Infographics etc. through various social media platforms like Twitter, Facebook, Instagram, YouTube etc. The content and communication cell will provide a new and diversified means of assisting the Odisha Police in achieving various policing objectives like alerts, crime prevention, crime investigation, crime reporting, community engagement, soliciting tips, and other related objectives through various media channels.

The OPSC&I Cell will be responsible for advancing the practice of community policing by creating awareness about various societal disorders by creating content on topics like **cybercrime, crime against women, Road safety, crime related to wildlife, crime related to economic affairs, awareness about narcotics** etc. The community policing philosophy promotes strategies that support the systematic use of partnership and problem-solving technique to proactively address the immediate conditions that give rise to the public safety issues such as crime, social disorder, and fear of crime. In simple words community building is about building relationships and solving problems.

2 Key Objectives

Effective police-public interface is crucial for Policing outcomes. Success in Policing depends to a large extent on state of Police-Public interaction and communication. Management of public delivery communication through Social Media platforms is expected to improve the effectiveness of policing efforts.

The objectives of setting up of the OPSC&I Cell are as follows: -

- Building a positive identity among the people of the state of Odisha.
- Creating Knowledge and Awareness about any crime and criminals in the society through social media.

- Creating a medium for community policing.
- Building a strong partnership with media and civil society for creating awareness and spreading knowledge.
- Effective use of social media for enhanced outreach, improving the efficiency and management of positive perceptions about the police organizations by connecting with the citizens through social media channels.
- Assisting the Police Department in using the social media channels or platforms effectively to present policing achievements to the citizens.
- To frame the broad guidelines for Content Management, Response Management and Feedback Management.
- To use social media to receive feedback, improve services and efficiency of Police to the citizenry.
- Preventive Policing -social media can be an important bulwark.
- Formulating Policy guidelines for use of social media by Police Organizations and individual Police Officers.
- Making audience aware about the organisation should be one of the key objectives while creating content. Police Department should not assume that people are fully aware of their organisation and its functioning.

3 Present status of communication channels and Gap Analysis

Sr. No.	Present Status	Where is the Gap? (Gap Analysis)
1	Use of multiple accounts on social media: Multiple accounts on twitter are being used to share knowledge and content by the	The idea is to develop and enhance the social media account of the Police Department. It should be developed as a "one stop

	Police Departments which leads to diversion of information and content.	destination” for creating knowledge and awareness among the citizens of the state.
2	The content is monotonous and lengthy	The content should be creative and crisp to increase the engagement
3	Frequency of the posting the content is very less	The contents are to be posted at regular intervals and at a particular time. The content and communication wing shall draft a social media calendar for the same.

4 Need of Strategic Communication, and Information Analytics Cell (OPSC&I Cell)

Corporate sector has already encountered some of the same challenges in this new environment that public departments like are now facing. However, police departments are not corporations, businesses nor even run-of-the-mill government agencies; they have **unique powers, unique responsibilities, and a unique relationship to the public**. Police need their own models, their own best practices, and their own discussions and philosophies about how to incorporate social media to achieve their distinct purposes.

a. **Preventive Policing** – Preventing policing is a proactive approach to policing consisting of very simple strategies like “dos” and “don’ts” using which people can secure themselves from various crimes. It seeks to focus on the safety and well-being of the people at large. Social Media can be leveraged by the Odisha Police for the proactive approach to policing using the maximum “Prevention is better than cure “as all levels of citizenry, from children to elderlies are well represented on different social media platforms. For example, social media can be effectively used to educate and make aware elderly citizens about newer forms of cybercrimes and criminals.

b. **Community Policing** – At the heart of community policing and problem solving is the requirement that the police be transparent in their dealings with public. Transparency requires effective and timely communication – a task that is easier said than done. Police

Organizations have always faced challenges communicating with both their internal and external audience. Police Department does not possess the capacity and skill to create content necessary for engaging the public which is the core of community policing. Police cannot solve problems without actively communicating with the community. Thus, onboarding an agency for content and communication will help the department to connect with the citizens of the state in a more effective way.

c. **Building a sense of security within the people of the state** – social media offers a unique real time opportunity to Police Organizations to potentially give an interaction-based platform between police and citizens. The content and communication wing shall assist the Odisha Police in creating valuable content based on knowledge and awareness and ensuring its reach to the residents of the state through various Social Media Platforms. It will build a sense of trust and belongingness within the citizens. Police organisations can also effectively use social media for various purposes like investigation, deriving intelligence and public outreach.

d. **Image building Of the State Government** - Police chiefs and other law enforcement leaders are often called upon to be the voice of the State Government in public settings such as on-camera interviews and press conferences. The Odisha Police as representatives of the Government are responsible for maintaining public order and safety, enforcing the law, and preventing, detecting, and investigating criminal activities. Police are also entrusted with various licensing and regulatory activities. The content and communication cell will help the Police department, which is also considered as the face and the voice of the Government, build a positive perception about their role in preventing and detecting crime and maintain a peaceful social atmosphere so that the citizens can enjoy their life, liberty properly and achieve their goals.

e. **Transparency:** Seize the opportunity to be transparent and explain laws and procedures with the public, while also making sure to correct any false narratives or incorrect information that may have been given out by the news media.

f. **Building Healthy Relationship with the Public as well as with the Media:** - Many experts also strongly emphasize the value of building relationships with reporters and the media outlets they represent. This can help the department realize more balance in the coverage it receives — with occasional “good news” stories along with the ongoing news about crimes and the wide range of challenging law enforcement situations. Social media has reduced the role of the traditional media channels like newspapers & TV channels in dissemination of information to the citizens. Police can use these social media channels to bridge the trust deficit between public & police by providing the correct information directly to citizens. Social media can help in image building and branding of the department. Sharing of positive stories & transparent communication with citizens will improve police-public relations and ultimately image will improve.

g. **Immediacy** – social media allows news to come straight from the source in real time.

h. **Interaction** – While most traditional forms of communication tend to be one-way, social media facilitates conversations and interactions among users.

i. **Community Outreach and Information**- Social media tools can be used to enhance community policing. Through community policing and with this framework agencies can promote better communications with the citizen, awareness, provide greater access to information, foster greater transparency, encourage broader participation, and provide a vehicle for collaborative problem solving. Agencies are using various social media tools to reach out to their communities in new ways and foster valuable connections throughout their jurisdictions. The citizens shall be made aware about crime prevention tips, advisory and crime reporting through creating content over social media.

j. **Fake News & Rumours** - Fake News, Rumours and Disinformation related issues can be effectively addressed through the social media by the content and communication team. Odisha Police and Government of Odisha can utilize social media to inform the media and the community by serving as the source of correct information regarding critical incidents and distributing accurate information in a timely manner.

k. **Managing the Perception** - social media can help in improving the perception of the effectiveness of police organizations by sharing the positive work under a long-term strategy. The OPSC&I team shall draft strategies for the same.

Scope of Work

The scope of work of the consultancy firm for setting up Odisha Police Strategic Communication, and Information Analytics Cell (OPSC&I Cell) shall broadly include but not limited to the following:

End to End Management of Communication Channels

Sr. No.	Channel	Description
1.	Facebook	<p>FB is a Social Media platform which has emerged as an effective two-way communication platform. On Odisha Police FB Page, citizens engage in a dialogue with the corporation and want to constantly get updates about the happenings. It also gives them a chance to engage back. Various initiatives like FB Live, have proved to be an effective communication platform for quicker and broader dissemination of information. This platform as services for the utilization of information dissemination and engaging with the citizens is going to continue further.</p>
2.	Twitter	<p>Citizens have been using the Twitter to send a comment or ask a question without having to find a phone number. Odisha Police twitter handle will become a trustworthy source of city information. These comments and questions can be tracked and managed as any other incoming queries and assigned to departments best equipped to deal with them. Twitter as a channel for two-way communication will be managed.</p>
3.	YouTube	<p>Videos & live stream of important content piece in video format are hosted on YouTube for maximum reach. Utilization and maintenance of this platform will also be a part of the deliverables.</p>
4.	Emailers	<p>Targeted emailers relevant to the citizens' basis their interests and preferences to be used for citizen specific information.</p>
5.	Instagram	<p>Instagram in past years have become preferred social media choice for the youth. Youth being one of the important stakeholders of the state, Instagram is a platform which shall be utilized.</p>

6.	SMS	Certain section of societies those who have feature phones rely on SMS for the information. SMS apart from providing can also be used in emergency broadcasting, service delivery information
7.	Website Development	Website represents the department. The agency shall develop relatable content for the website of the Odisha Police, the agency shall also be responsible to design and manage the website and its content.

Content Development and Creation for knowledge management and awareness

Text Content - The Agency shall prepare content for text write-ups, short stories, narrations, blogs, taglines, short messages, surveys, polls, questionnaires, press release, newsletter etc. on the subject matter in English, Hindi, and Odia language, as required.

Web Content - The Agency shall prepare updated content for website. The Agency shall take prior approval from the department prior to modifying any content. Special effort must be made to develop the content in such a manner that the content is in line with the organizational philosophy of the Police Department. It is important that the facts and figure must be derived from authentic sources and should be duly vetted from the competent authority of the Police Department. The agency should create and develop all the content and take approval before uploading at the site.

Digital Media: Website Design and all other social media handles shall follow the same design language. The idea is to create share knowledge with the citizens of the state about crime and its preventive measures and create awareness about various important topics that will keep the citizens of the state safe, secured, and informed.

Conceptualizing and scoping events: The Agency shall be responsible for planning and scoping events, as required by the department, which shall be executed by event management agency. It may include but not limited to activities such as seminars, conferences, rallies, drives, roadshows, street plays, thematic / cultural / sports events, competitions, awards, door to door citizen consultation etc. The agency shall have to provide creative for all event specific banners

and posters. The printing cost of event specific banners and posters shall be borne by the Authority.

Participatory Governance: Polls & Surveys for Citizens to become an integrated part of Governance by being involved in Decision making thereby ensuring the fulfilment of needs of the Citizens. The selected firm will be responsible for articulation, publishing, and timely deployment of Polls & Surveys for Citizens as per the directions of Odisha Police.

Broadcasting Information: Broadcasting information like any Emergency, Clarification of Rumors etc. & from Traffic Department like – road diversions, road closures, accident on roads, etc. Providing real-time info of Police Department to citizens during emergencies like cyclones, floods, earthquakes, etc. Amplification of citizen centric / important / relevant / emergency information Becoming a platform to educate about cyber security to citizens through SMS & Notifications. Safety of Women, Senior Citizens and Children, New Rules and Regulations etc.

Media support using print and electronic Media, social and digital media

- Develop an external environment analysis based on a study of the current mindsets of various identified stakeholders, including civil society, media, and potential users.
- Identify opportunities and risks and suggest approaches to address them.
- Prepare a customized communication strategy, including messaging, selection of media tools, etc. aimed at achieving the identified objectives.
- Implement the identified communication strategy, including production of press releases, op-ed pieces, blogs, brochures, and organization of press briefings, launch events, media visits, along with placement of media articles, website creation and content management, etc.
- To organize existing social media efforts through selection of appropriate media tools and accordingly develop content for the existing city accounts in Facebook, Twitters and Instagram and other relevant social media platform.
- To support towards media and civil society relationships through coherent branding and messages related to various schemes and programs implemented by the Police Department.
- The agency shall provide accurate, complete, and prompt feedback to user interactions on the media sites. The agency shall seek input from the Police Department where the feedback requires such information.
- The Agency should clearly state the social media analytics to track, optimize the social media campaigns being run.
- The Agency shall also moderate the sites to avoid spam, advertisements, inappropriate content, and negative publicity.

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- The agency shall also assist in conceptualizing press note and its release.

Outreach Program support and PR activities

- The agency shall identify and propose events to be taken up by the authority. The agency shall be responsible for conceptualizing, planning, and budgeting for the events to be taken up by the authority.
- Promotion & Media management for Events: The agency shall promote all the existing events that are happening in the city and shall also promote the newly identified events that are taken up. The agency shall also perform the media management during events which includes photographs, narratives, etc.
- Event Calendar: The agency shall prepare an event calendar combining all the existing and new events such as workshops etc.
- Coverage of the events: The agency shall manage the tracking and submission of online, print & electronic coverage of the events.
- Continuous Updating of the Content: Regularly and periodically update the pages with respect to the current/upcoming news and event(s)
- The Agency shall prepare and disseminate project learnings and success stories in physical formats and digital formats, as and when required by the Police Department. It will include but not limited to carrying out and documenting field investigations, interviews, talk shows, documentaries, coffee table books, magazines, editorials, newsletters etc.
- Since it is not probable for Odisha Police with limited staff to serve all possible needs of citizens, the Cell shall facilitate Citizens to help each other.
- The selected firm shall be responsible for articulation, publishing, and timely deployment of C2C Services such as Articles, Blogs, Discussion Forums, Groups, Surveys, Polls, SMS, Email, etc. to Citizens as per the directions of Odisha Police Department.

Sr. No.	Channel	Description
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1.	Articles	Articles a feature that will be added for G2C and C2C utilization in the proposed services. It can range from writing about the accomplishments and performance of a specific department, news item, articles related to city, etc.
2.	Blogs	The blogs content also feature photos and graphics that add colour to information that are conversationally written, with the right length to be substantive without going past the point of reader interest. Blogs will be an added feature that will be provided in the extended services.
3.	Discussion Forums	A Discussion forum is an online discussion space where people can hold conversations in the form of posted messages, and it creates a sense of community. These forums will also be the feature of the platform provided.
4.	Groups	The platform shall facilitate a team, or group, of people who bind together to get something done via the government. Members, advocate, or promote, the needs and wants of the group.

Sr. No.	Channel	Description
5.	Polls & Surveys	These are a critical source of data and insights. The purpose of a survey is to gather responses from members of the target population to be able to analyse the results and learn more about the population. Polls & Surveys is a crucial tool which will continue to exist.

6.	Webinars	Live Webinars on Rules and Regulations to be followed during Riots, Festivals, Events, Do's, and Don'ts. On- ground descriptive Seminars can also be conducted on various civic topics where citizens can be invited to participate.
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Grievance and Feedback Plan and its implementation

- Process Planning: The Agency should create a separate email Id for receiving the feedback via email
- The agency shall create a mechanism for acting on the feedback received through social media.
- The agency shall do necessary coordination and follow ups to ensure that the feedback received from the citizen are acted upon.

Knowledge Management

- Compiling Information: Creating online database for allowing members to access the very latest studies, reports and technical data concerning every aspect of the public information in the Police Department.
- It will include Compilation and creation of Standard Operating Procedures, Protocols, Worksheets & Checklists, develop quarterly plans for information dissemination, perspective sharing and knowledge, Daily media monitoring and monthly analysis and Monthly Progress Reports.
- The agency shall carry out necessary coordination and follow-ups to ensure the accuracy of the data being given out as public information as a part of the knowledge and awareness content.

Verify the facts

- Confirm information before releasing it to the media. That is, information should be taken from a credible and reliable source, not someone guarding the outer perimeter of a crime scene. Do not speculate. Once the information is released, it cannot be retracted. Whenever possible, have a third party and legal team vet the information being released before giving it to the media.