



Odisha Forestry Sector Development Project, Phase-II (Odisha Forestry Sector Development Society)

Department of Forest, Environment & Climate Change, Government of Odisha

Letter No. **1005** /OFSDP-37/2026

Date: **19.03.2026**

SHORT QUOTATION CALL NOTICE

Odisha Forestry Sector Development Project (OFSDP) invites sealed quotations from reputed and experienced communication agencies for **Documentation and Communication Services for promotion of OFSDP programmes, initiatives and activities through Social-Media, Digital Platforms and Media Outreach including PR Activities, along with need-based IEC production and dissemination activities.**

The detailed scope of work, eligibility criteria and terms & conditions are provided in **Annexure-I.**

The quotations may be submitted on or before **25th March 2026 till 05:00 PM** through **Speed Post/Courier or by Hand.** The bids will be opened in the Office of the undersigned on **26th March 2026 at 11:00 AM.**

The undersigned reserves the right to accept or reject any or all bids without assigning any reason thereof.

Deputy Project Director (A&F)

Odisha Forestry Sector Development Project (OFSDP-II)
Bhubaneswar

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ANNEXURE – I

Documentation and Communication Services for Promotion of OFSDP Programmes and Initiatives through Social Media, Media Outreach and PR Activities.

Project Objectives

The objectives of engaging a communication agency under OFSDP are as follows:

- 1. Enhance Public Awareness of OFSDP Initiatives**
Promote the achievements, interventions and impact of Odisha Forestry Sector Development Project among stakeholders and the public.
- 2. Strengthen Digital and Social Media Presence of OFSDP**
Develop and maintain active digital platforms to showcase project activities, field initiatives, community engagement and success stories.
- 3. Promote Transparency and Information Dissemination**
Disseminate regular updates, stories and visual documentation of project activities across digital and traditional media platforms.
- 4. Support Knowledge Sharing and Stakeholder Engagement**
Facilitate communication between government agencies, communities, development partners and the public through structured media engagement.
- 5. Develop IEC and Communication Materials**
Design and produce need-based Information, Education and Communication (IEC) materials highlighting forestry conservation, community livelihood initiatives and project achievements.

Scope of Work

The selected agency will be responsible for managing and strengthening the **digital communication and social media outreach of the Odisha Forestry Sector Development Project (OFSDP)** for dissemination of project information, community outreach, and promotion of forestry conservation initiatives.

The scope of work shall include, but not be limited to, the following:

1. Social Media Management

The agency shall:

- Manage and maintain official social media platforms of OFSDP including:
 - X (Twitter)
 - YouTube
 - Instagram
 - Facebook
- Create and optimize new social media accounts, if required.

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- Ensure regular posting and updates across all social media platforms.
- Work towards increasing followers and engagement through organic digital growth strategies.
- Maintain consistency in branding and messaging across all platforms.

2. Content Creation and Publishing

The agency shall develop creative digital content for OFSDP initiatives including:

- Social media creatives (images, graphics, infographics).
- Short videos and reels highlighting project activities.
- Photo documentation of field activities.
- Animations and short awareness clips.
- Blogs and success stories.
- Case studies and beneficiary narratives.

The content shall be prepared in **Odia and English languages**, highlighting:

- Forestry conservation initiatives
- Community livelihood interventions
- Sustainable Forest Management & climate resilience activities
- Project achievements and milestones.

3. Content Calendar and Planning

The agency shall:

- Prepare a **weekly social media content calendar** for approval by OFSDP.
- Align social media posts with project activities, campaigns and events.
- Publish additional posts during workshops, field visits, meetings and special campaigns.

4. Digital Campaigns and Outreach

The agency shall conceptualize and implement **innovative digital campaigns** for:

- Promotion of forestry conservation initiatives
- Awareness on climate change and biodiversity
- Community participation in forestry programmes
- Promotion of OFSDP achievements.

Campaigns may include:

- Digital awareness campaigns
- Online quizzes and interactive posts
- Story-based campaigns highlighting community impact.

5. Online Reputation Management

The agency shall monitor online conversations and manage the digital reputation of OFSDP by:

- Tracking public comments and feedback.
- Responding to queries with prior approval of OFSDP.
- Removing spam and inappropriate content.
- Promoting positive narratives and success stories related to OFSDP activities.

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6. Need based IEC Activity through AV Production & Photography:

Undertaking the design, development and production of need-based IEC and multimedia communication materials including content management, translation (English–Odia), photography and videography services, audio-visual and visual production, live streaming of official events, preparation of infographics and digital creatives, development of short documentary films, and other promotional communication outputs to support effective outreach and visibility of project programmes.

Note:

Except for point no. 6 (need-based IEC activities), all other tasks will fall under monthly deliverables.

Need-based assignments shall be undertaken only after prior approval and issuance of work order by OFSDP.

Rates for any Audio-Visual production assignments shall follow the approved rates of the Information & Public Relations Department, Government of Odisha, wherever applicable.

Deliverables

The agency shall deliver the following outputs during the engagement period.

1. Strategy and Planning

Deliverable	Frequency
Comprehensive Social Media Strategy	Once at the beginning
Weekly Social Media Content Calendar	Weekly

2. Content Production Deliverable

Sl No	Type of Content	Quantity	Category of Service
1	Social media posts / creatives/infographics	Minimum 15 per month	Regular/Monthly
2	Short videos / reels (within 60 seconds) based on available field-based pics or video clips, along with required infographics	Minimum 2	Regular/Monthly
3	Blogs / success stories/Press Releases	Minimum 2	Regular/Monthly
4	Social media stories – Comprehensive Notes, infographics & photo carousals-based Story	Minimum 2	Regular/Monthly
6	Long video documentation (events/workshops/live streaming)	As required	Need based
7	Event/AV Production/Field based photography and videography	As required	Need based

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Note: Any need-based services can be assigned to the selected bidder with reference to the I&PR approved rate, or any other rate fixed by the government from time to time, or based on the approved rate by the Authority, where any government approved rate is not notified.

3. Monitoring and Reporting

Deliverable	Frequency
Social media monitoring	Continuous
Social media performance report	Monthly
Analytics report (reach, engagement, followers)	Monthly
Final impact assessment report	At completion of assignment

4. Social Media Analytics Report

The agency shall submit reports including:

- Social media reach and impressions
- Followers and subscriber growth
- Engagement metrics (likes, shares, comments)
- Demographic insights of users
- Campaign performance analytics
- Overall impact of communication activities.

Resource Requirement

The selected agency shall deploy a team consisting of:

Position	Role
Social Media Coordinator	Overall coordination with OFSDP
Graphic Designer / Video Editor	Creation of digital creatives and videos
Content Writer (English & Odia)	Writing posts, blogs and communication materials

Eligibility Criteria

Agencies must meet the following conditions:

1. Must be a **registered entity in India** with valid PAN and GST registration.
2. Must have **minimum 5 years of experience** in media communication, documentation, digital communication or IEC related activities.
3. Agencies having **local office presence in Odisha** will be given preference.

Submission Guidelines (Instructions to the Bidder)

The bid must be submitted in **two separate sealed envelopes**, placed inside a main cover clearly marked as:

“Quotation for Selection and Engagement of Communication Agency for Documentation and Promotion of OFSDP Initiatives”.

Any bid received after the deadline shall be rejected.

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Envelope-1: Technical Bid

The Technical Bid should include:

- Copy of Registration Certificate of the Agency
- PAN and GST registration copies
- Profile of the Agency
- Details of relevant experience and past projects
- Bank details of the agency
- Signed copy of the quotation call notice as acceptance of terms and conditions

Envelope-2: Financial Bid

The Financial Bid should contain the **budgetary quotation as per format in Annexure-A**.

Important Dates

Sl	Activity	Date
1	Date of Publication of Bid	19/03/2026
2	Last Date for Submission	25/03/2026
3	Opening of Bid	26/03/2026

Contact Information

Deputy Project Director (A&F)

Office of the Project Director
Odisha Forestry Sector Development Project (OFSDP)
SFTRI Campus, Ghatikia
Bhubaneswar – 751029
Email: dpd.af@ofsdp.org
Website: www.ofsds.in
Contact No: (0674) 2386084

The quotations must reach the above address **before the due date and time**.
Mode of submission: **Speed Post / Courier / By Hand**



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Duration of Engagement

The initial contract period shall be **from 1st April 2026 to 31st March 2027**.

Based on satisfactory performance of the selected agency and requirement of the project, the contract may be renewed for a further period of up to one year, subject to approval of the competent authority and mutually agreed terms.

Payment Terms

1. Payment will be released on monthly basis upon submission of a valid tax invoice.
2. The agency must submit a monthly activity report detailing work undertaken.
3. No advance payment will be made.
4. Payments will be made in Indian Rupees through standard banking procedures.

Disclaimer

OFSDP reserves the right to accept or reject any or all quotations without assigning any reason.

Confidentiality and Copyright

All tender documents are confidential and protected under applicable copyright laws. All communication content created during the assignment will remain property of OFSDP /OFSDS.

Dispute Resolution

Any dispute arising from the contract shall be resolved through mutual consultation. If unresolved, the matter shall be referred to arbitration as per applicable laws, with jurisdiction at Bhubaneswar, Odisha.



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ANNEXURE - A

(Financial Bid)

To
The Project Director
Odisha Forestry Sector Development Project (OFSDP)
Bhubaneswar

Sl	Description	Amount (INR)
1	Communication & Social Media Management Services as per Scope of Work	

Amount (Per Month): _____

Amount in Words: _____

Note:

- The above price is **including applicable GST**
- GST rates shall be mentioned as applicable

Authorized Signature:

Name of Firm:

Address:

Date:

Place: