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The Odisha State Cooperative Milk Producers' Federation Ltd. D-2,
Sahid Nagar, Bhubaneswar-751 007. Ph No- (0674)
2546030/2540273/2540417, Fax No (0674) 2540974

TENDER NOTICE

OMFED invites sealed techno-commercial Bids (Two Bid System) / offer in separate envelopes from Manufacturers/Suppliers/Traders having adequate experience in packaging and distribution of Packaged Drinking Water” for supply of OMFED packaged Drinking Water in OMFED. Interested bidders may download the Tender Document from The OMFED web site www.omfed.com or Copy from Marketing Office. Bid document will be available from 10.00 AM of 01/04/2025 to 3.00 PM of 11/04/2025 for bidding. Tender cost of Rs.5900/-+18%-GST along with E.M.D. of Rs. 100,000/- shall be deposited through online portal at <https://tendersodisha.gov.in> The technical Bid shall be opened at 04.00 PM on 11/04/2025 at the OMFED Corporate Office in the presence of the interested bidders for QCBS system. Management reserves the right to accept or reject any or all the bid documents or part thereof without assigning any reason.

Managing Director OMFED



RFQ No.: _____/OMFED

Date: ____/____/2025

REQUEST Quotation
for
Supply of OMFED Packaged Drinking Water
in
Odisha State Cooperative Milk Producers' Federation Limited
(OMFED)



The Odisha State Cooperative Milk Producers' Federation Ltd.

D-2, Saheed Nagar, Bhubaneswar - 751007

A. BIDDING SCHEDULE

RFQ No. & Date	No. _____ dated _____.2025
Availability of Request for Quotation document	From _____.2025 to _____.2025
Date, Time and venue for Pre-Bid Meeting	<u>08.04.2025</u> at 04:00 PM Conference Room, OMFED
Issues of responses to pre-bid queries/addendum/corrigendum, if required	09.04.2025 at 11.00 AM
Last date for receipt of Technical and Financial Quotations (Through speed / Registered post/Courier/ Hand delivery)	11.04.2025 till 3:00 PM
Date and Time of opening of Technical Quotations	11.04.2025 at 4:00 PM
Date and Time for Technical presentation	To be intimated later
Date and Time of opening of Financial Quotations	To be intimated later

B. INSTRUCTION TO BIDDERS

- 1. Introduction:** The Odisha State Cooperative Milk Producers' Federation Limited (OMFED) is an apex level Dairy Cooperative Society registered under Cooperative Society Act - 1962. It has come into existence to integrate the milk producers in rural areas with consumers in the urban areas with an enterprising aptitude. OMFED's main activities includes promoting, production, procurement, processing and marketing of milk & milk products for economic development of the rural farming community in Odisha.
- 2. A) Objective of the Assignment:** OMFED seeks to engage a dynamic agency to enhance and strengthen its market position. OMFED aims to establish itself as a leading brand in Odisha's packaged drinking water market. Leveraging its existing reputation in dairy products, OMFED seeks to capture a 15% market share within the first year of launch. This initiative aims to diversify OMFED's product portfolio, increase revenue streams, and offer consumers a reliable, high-quality drinking water option aligned with health and nutrition."

B) Scope of Work:

The bid will be for production, distribution, marketing with quality water bottle in OMFED brand.

OMFED will support for the branding of the products

3. Eligibility Criteria

The applicant which meets the Eligibility Criteria as specified below as on the last date of submission of the RFQ shall be eligible to submit a Quotation:

- a. The Applicant must be a company incorporated under the Companies Act 1956 or 2013 or a limited liability partnership firm registered under limited liability partnership act 2008 or a MSME or a partnership firm registered under relevant law. Appropriate documents supporting their incorporation/registration status must be submitted along with the Quotation.
- b. The annual average turnover of the Applicant in India in the last 3 financial years i.e. 2021-22, 2022-23 and 2023-24 shall be minimum INR 20.0 lakhs or above.
- c. The average Net worth of the Applicant in India in the last 3 financial years i.e. 2021-22, 2022-23 and 2023-24 shall be positive with minimum INR 10 lakh or above.
- d. Turnover Certificate & Net worth Certificate from a practicing Chartered Accountant shall be enclosed to substantiate the fact.
- e. The Applicant must have business experience in the field of FMCG/Water
- f. Joint Ventures/Collaboration/Consortium are allowed.

4. Format and Singing of Quotation

- a. The Quotation shall be submitted in two parts
Part A Technical Quotation, and
Part B Financial Quotation
- b. The Quotations shall be typed or written in indelible ink and shall be signed by the bidder or a person or persons duly authorized by the bidder.

- c. Any interrelations, erasures or overwriting shall be valid only if they are initialed by the person or persons signing the Quotation prior to submission of the Quotation.

5. Submission of Quotations Packing, Sealing and Marking of Quotations

- a. The Technical Quotation (Part A) and Financial Quotation (Part B) must be inserted in separate sealed envelopes, along with bidder's name and address in the left hand corner of the envelope and super scribed in the following manner.

PART A

TECHNICAL Quotation for Supply of OMFED Packaged Drinking Water

PART B

FINANCIAL Quotation for Supply of OMFED Packaged Drinking Water

- b. Both the Quotations i.e. Technical for **Part-A** and Financial for **Part-B** must be packed in a bigger sealed outer cover and clearly super scribed with the following:

Quotation

For

Supply of OMFED Packaged Drinking Water

The Bidder's Name & Address shall be mentioned in the left hand bottom corner of the outer envelope.

- c. The envelopes shall be addressed to **OMFED, Bhubaneswar** at the following Address:

Managing Director

The Odisha State Cooperative Milk Producers' Federation Ltd.

D-2, Saheed Nagar,

Bhubaneswar-751007.

- d. If the outer envelope is not sealed and marked as mentioned above, then OMFED will assume no responsibility for the Quotations being misplaced or opened pre-maturely.
- e. Telex, Cable or facsimile Quotations will be rejected.

6. RFQ Document Fee

Non-refundable Quotation Document cost in shape of Demand Draft / pay order from any scheduled financial bank in favour of OMFED, payable at Bhubaneswar for Rs. 5900/- (Rupees Five thousand Nine Hundred only) is to be furnished by the bidder along with the Technical Quotation. Quotations without the requisite Quotation Document cost shall be treated as non-responsive and rejected.

7. Earnest Money Deposit (EMD) /Security Deposit (SD)

The Bidders are required for paying EMD @ Rs 50,000/-. The MSME exemption is as per Govt Norms . A Security deposit of Rs 3,00,000/- will be deposited by the bidder before signing of the agreement. The clauses of the bid security shall be exercised on the following :

- a. In case of a successful Bidder, if the Bidder fails to sign the Agreement in accordance with Terms & Conditions (including timelines for execution of the Agreement) of this RFQ or fails to furnish Security Deposit in accordance with the Terms & Conditions
- b. If a Bidder withdraws its bid during the period of bid validity.
- c. During the Bid process, if a Bidder indulges in any act that would jeopardize or unnecessarily delay the process of bid evaluation and finalization.
- d. If a Bidder has been found to have indulged in any suppression of facts, furnishing of fraudulent statement, misconduct, or other dishonest or other ethically improper activity, in relation to this RFQ.
- e. If a Bidder's Quotation contains deviations, conditional offers and partial offers.

8. Financial Quotation:

- a. The financial Quotation shall be the Quoted landing price and shall be submitted in the given format i.e., Annexure IV. All Taxes and surcharges as applicable shall be paid by the selected Agency. OMFED will only reimburse the GST as applicable.
- b. Final quote should be inclusive of out of pocket/reimbursable expenses.

- c. The Quoted landing price (FOR) shall be paid by OMFED subject to the fulfillment of conditions in this RFQ / Agreement by the selected bidder.
- d. The Financial Quotation shall be exclusive of GST amount.

9. Validity of Quotation

Quotations shall remain valid for 180 days from the last date of submission of Quotations. A Quotation valid for a shorter period shall be rejected as non responsive.

10. Documents accompanying the Quotation:

1. PART A (Technical Quotation)

The bidder must submit the following particulars / documents along with the Technical Quotation failing which the Quotation may be treated as non responsive.

- a. Non-refundable Quotation document cost of Rs. 5900/- (Indian Rupees Five Thousand Nine Hundred only) inclusive of GST in shape of DD / Pay order from any scheduled commercial Bank/Nationalised Bank drawn in favour of OMFED payable at Bhubaneswar.
- b. Bid Security Declaration Form.
- c. Photocopy of the PAN card and GSTIN Certificate.
- d. FSSAI Certification
- e. Financial Statement of the last 3 years as mentioned in the Eligibility Criteria.
- f. GST return copy of the last 6 months.
- g. Income tax return for the year FY 21-22, 22-23, 23-24,
- h. Cover Letter as per the format in Annexure I.
- i. Bidder's profile as per the format in Annexure II.

- j. Past experience of the Applicant in Annexure III. (Attach photo copies of work orders along with Completion Certificate or Self- Declaration Form. In cases, where the work completion certificates for the services are not available, a self-declaration by the bidder on its letter head or an interim certificate issued by the client for a project certifying the basic eligibility criteria has to be submitted)

2. PART B (Financial Quotation)

The bidder must submit the financial Quotation as per the format in Annexure IV with proper signature & seal of the bidder.

11. Deadline for submission of Quotations

Quotations filled in all respect must reach OMFED at the address, time and date specified in “Section A - Bidding Schedule” of the RFQ document through Speed Post, Registered Post or Courier only. If the specified date for the submission of Quotations is declared as a holiday for OMFED, the Quotations will be received up to the appointed time on the next working day.

12. Late Quotations

Quotations received after the deadline for submission of Quotations prescribed by OMFED will be rejected.

13. Modifications and Withdrawal of Quotations

No modifications to the Quotation shall be allowed once it is received by OMFED.

14. Pre-Bid Meeting

A pre-bid meeting as per the Bidding Schedule will be conducted at the Conference Room at the following address

The Odisha State Cooperative Milk Producers' Federation Ltd. D-2, Saheed Nagar, Bhubaneswar-751007.

15. Quotation Opening

OMFED will open all Quotations in the presence of Bidders or their authorized representatives who choose to attend, at the date and time mentioned in the bidding schedule and at the following location.

The Odisha State Cooperative Milk Producers' Federation Ltd. D-2, Saheed Nagar, Bhubaneswar-751007.

The Bidder's representatives who are present shall sign a register evidencing their attendance. In the event of the specified date of Quotation opening being declared a holiday for OMFED, Quotations shall be opened at the appointed time and location on the next working day. The financial Quotations of only those agency fulfilling the eligibility criteria and the technical requirements of the Quotation shall be opened. The date & time of opening of the financial Quotations will be intimated to the qualifying bidders later.

16. Bid Evaluation Methodology:

16.1. Overall Methodology

Evaluation of the Technical and Financial Quotations will be based on **Quality cum Cost Based Selection** mode with weight-age of 70% and 30% for technical and financial Quotations, respectively.

- a) In the first phase the Technical Quotations shall be evaluated on the basis of eligibility criteria as mentioned in this RFQ.
- b) In the second phase the agency which satisfy the eligibility criteria shall be evaluated as per the methodology given below for evaluation of Technical Quotation and shall be given a "Total Score" out of 100. The "Total Score" shall be converted to "Technical Score" as per the methodology given.
- c) Applicants should score Total Score of at least 60 points out of 100 (based on the criteria as given in the table below) for being considered for opening of financial bid in the third phase. Financial Quotations of only qualified agency shall be opened publicly on the date and time which will be intimated later, in the

presence of Firm's representatives who choose to attend. The financial offers of unsuccessful applicants will be returned without opening.

- d) Quotations will finally be ranked according to their combined Score (S) calculated based on technical (S_t) and financial (S_f) scores as follows:

$$S = S_t * Tw + S_f * Fw$$

(Where **Tw** and **Fw** are weights assigned to Technical Quotation and Financial Quotation as **0.70** and **0.30**, respectively)

- e) 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 in case the first ranked Applicant withdraws, or fails to comply with the requirements specified in the RFQ document.

16.2. Evaluation of Technical Quotation

The Technical Quotation shall be evaluated based on the criteria given in the Table:

1 below to get the "Total Score" out of 100.

Table 1: Technical Quotation Evaluation Scheme

Sr. No.	Evaluation Criteria	Weightage	Maximum Marks	Documents Accepted as evidence
A	Agency's Experience		20	
	Years of Experience in Business	1-3 years: 7 Marks Above 3 years: 10 Marks	10	Completion Certificate or Self- Declaration Form and Work Order
	Proven experience in Major Contract of similar nature	2 contracts: 2 marks Above 2 contracts: 1 mark for each contract.	5	Completion Certificate or Self- Declaration Form and Work Order
	Proven Experience in implementing/executing /sale of more than 15000 litres per day	1 Mark for each month	5	Completion Certificate or Self- Declaration Form and Work Order
B	Financial Capabilities		20	

	Turn Over	Turn Over = 50 lakhs = 5 marks For every additional turnover of Rs.10 lakhs, the Bidder shall get additional mark of 1-mark subject to maximum marks of 10 marks.	10	Audit Report, GST Return copies & CA Certificate
	Net Worth	Bidder should have positive net worth at the time of submission of bid & Net worth should be > equal to 50 lakhs = 2 marks For every additional Networth of Rs.5 lakhs, the Bidder shall get additional mark of 1-mark subject to maximum marks of 10 marks.	10	CA Certificate
C	Plant Capabilities & Plant Machinery		30	
1	All active standard BIS and FSSAI Certification	As given Below	10	Certificates
2	Laboratory		5	Certificates
3	RO Treated water < 80 PPM 3 marks and Alkaline technology 2 marks		5	Certificates
4	3 Added minerals -3 marks each extra mineral 1 mark max to 5 marks		5	Certificates
5	Heat Shrink packaging		5	Certificates
D	Presentation		30	
1	MWP Tank/Bottle Filling Machine (5 marks each)		5	Copy of Presentation

2	Online batch coding /BOPP Labelling,Auto Pet Blowing Machine		5	
3	Presentation		20	
	Total		100	

The “Total Score” obtained by the bidder as per the criteria given above shall be converted to technical score (S_t) of the concerned applicant as per the following methodology:

- The highest evaluated Technical Quotation (T_h) is given the maximum Technical score (S_t) of 100.
 - The formula for determining the Technical scores (S_t) of all other Quotations is calculated as following: $S_t = 100 \times T/T_h$,

in which “ S_t ” is the Technical score, “ T_h ” is the highest Technical Score given, and “ T ” the Total Score of the Quotation under consideration.

16.3. Evaluation of Financial Quotation

Financial Score: The lowest financial Quotation will be given a financial score (S_f) of 100 points. The financial scores of other Quotations will be computed as follows:

$$S_f = 100 * F_m / F$$

(F_m = Lowest financial quote ; F = Amount in the Financial Quotation under consideration)

17. Performance Security and Agreement:

OMFED shall issue a letter of award (LOA) along with the Draft Contract Agreement to the selected Bidder within 15 days from the opening of the financial Quotations. Within 15 days of such issuance, the selected firm is required to submit a Security Deposit in the form of Demand Draft and enter into the contract agreement with OMFED and start the work on an immediate basis.

18. Termination of contract:

OMFED, if required, may ask for replacement of Damaged Products or poor quality based on consumer preference. Either party can terminate the agreement by giving 30 days' prior written notice.

19. Right to Accept or Reject

OMFED reserves the right, without any obligation or liability, to accept or reject any or all the Quotations at any stage of the process, to cancel or modify the process or any part thereof or to vary any or the term and condition at any time, without assigning any reason whatsoever.

20. Conflict of Interest

There will be no conflict of interest of this assignment with any other assignment or transaction contracted by OMFED with the selected firm.

21. Disputes

All legal disputes are subject to the jurisdiction of Bhubaneswar courts only.

22. 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.

23. Indemnity

- The Agency at all times during the pendency of this agreement, keep the Government/ Authority Indemnified to an amount not exceeding the total fees payable to the consultant under this agreement.
- The bidder shall bear all the cost of penalty, damages, demand on account of consumer concerns, legal notices

24. Confidentiality

The Agency shall treat the details of the output of the Assignment and the Services as confidential and for the Agency's own information only and shall not publish or disclose the details of the output, deliverables / milestones submitted to OMFED or the Services in any professional or technical journal or paper or elsewhere in any manner whatsoever without the previous written consent of the competent Authority.

C. TERMS OF REFERENCE

1. Background

The Odisha State Cooperative Milk Producers' Federation (OMFED) is seeking to engage consultant agencies to enhance the Here's a descriptive background for OMFED Packaged Drinking Water:

OMFED Packaged Drinking Water will be a product of the Odisha State Cooperative Milk Producers' Federation Limited, better known as OMFED. Established in the eastern Indian state of Odisha, OMFED has been a trusted name in dairy products for decades.

Recognizing the growing demand for safe and hygienic drinking water, OMFED will expand its product line to include packaged drinking water. This move leverages the organization's existing reputation for quality and its well-established distribution network across the state.

OMFED's drinking water undergoes a rigorous purification process, including multi-stage filtration, reverse osmosis, and UV treatment. This ensures that every drop meets the highest standards of purity and safety set by national and international regulatory bodies.

The water is sourced from carefully selected natural springs and groundwater reserves in Odisha, known for their mineral content and purity. OMFED's commitment to sustainability means they implement responsible water management practices to protect these valuable resources.

Available in various convenient sizes, from small bottles for individual consumption to large containers for home and office use, OMFED Packaged Drinking Water caters to diverse consumer needs. The packaging is designed to be sturdy and eco-friendly, aligning with OMFED's commitment to environmental responsibility.

As a state cooperative, OMFED's expansion into the packaged drinking water market also supports local employment and economic development in Odisha. This aspect adds a socio-economic dimension to the product, appealing to consumers who value community impact in their purchasing decisions.

Certainly. The need for OMFED to enter the packaged drinking water business can be elaborated as follows:

1. **Public health concerns:** With increasing awareness about waterborne diseases and the importance of safe drinking water, there was a growing demand for reliable, clean water sources in Odisha. OMFED, as a trusted public sector organization, was well-positioned to address this critical need.
2. **Market opportunity:** The packaged drinking water market in India has been growing rapidly. OMFED recognized this as a significant business opportunity to diversify its product portfolio and increase revenue streams.
3. **Leveraging existing infrastructure:** OMFED already had an extensive distribution network and cold chain facilities for its dairy products. Entering the water business allowed them to efficiently utilize this existing infrastructure, reducing entry barriers and operational costs.
4. **Brand trust:** OMFED's established reputation for quality in the dairy sector could be extended to the water business, giving them a competitive advantage over new entrants in the market.
5. **Social responsibility:** As a state cooperative, OMFED has a mandate to serve the public interest. Providing safe drinking water aligns with this mission, addressing a fundamental need of the population.
6. **Rural focus:** Many rural areas in Odisha lack access to safe drinking water. OMFED's strong presence in rural areas made it well-suited to serve these underserved markets.
7. **Employment generation:** Expanding into the water business created new job opportunities, contributing to local economic development.
8. **Synergy with dairy business:** Water is a complementary product to OMFED's dairy offerings, potentially increasing sales across both product lines.
9. **Seasonal balance:** The water business could help balance out seasonal fluctuations in dairy product sales, providing more stable year-round revenue.

10. Government initiatives: Alignment with government programs promoting access to safe drinking water could provide additional support and opportunities for growth.

2. Objective

The project objectives for OMFED's entry into the packaged drinking water market:

1. Market Entry and Establishment:

- Successfully launch OMFED branded packaged drinking water in the Odisha market.
- Establish OMFED as a recognized and trusted name in the packaged water segment within the first year of operations.
- Aim to become one of the top 5 packaged water brands in Odisha within 3 years.

2. Production and Distribution:

- Set up a state-of-the-art water purification and bottling facility adhering to all regulatory standards.
- Achieve a daily production capacity of 20,000 liters to 1,00,000 of packaged drinking water.
- Develop an efficient distribution network to ensure wide availability across urban and rural areas of Odisha.
- Offer multiple packaging sizes (1000 ml, 500 ml, and 300 ml) to cater to different consumer needs and occasions.

3. Market Share and Sales Targets:

- Capture 15% of the packaged drinking water market share in Odisha within the first year.
- Achieve a sales volume of 7.3 million liters (20,000 liters per day * 365 days) in the first year.
- Increase market share to 25% by the end of the third year.



4. Brand Positioning and Consumer Perception:

- Position OMFED water as a high-quality, trustworthy, and locally relevant brand.
- Leverage OMFED's existing reputation in dairy products to build consumer trust in the water product.
- Achieve a brand recall rate of 70% among target consumers within the first year.

5. Quality and Compliance:

- Maintain stringent quality control measures to ensure the product meets or exceeds all relevant BIS (Bureau of Indian Standards) norms.
- Achieve and maintain ISO 22000 certification for food safety management.
- Ensure zero quality-related complaints in the first year of operations.

6. Marketing and Promotion:

- Develop and execute a comprehensive marketing strategy including ATL and BTL activities.
- Achieve a minimum of 50% awareness about OMFED packaged water among the target audience within six months of launch.
- Establish a strong social media presence with at least 100,000 followers across platforms by the end of the first year.

7. Sustainability and Corporate Social Responsibility:

- Implement eco-friendly packaging solutions to minimize environmental impact.
- Launch a water conservation awareness campaign alongside the product to promote responsible water usage.
- Achieve 30% use of recycled materials in packaging by the end of the second year.

8. Operational Efficiency:

- Optimize production costs to ensure competitiveness in pricing.
- Achieve a production efficiency rate of 95% within the first six months of operations.
- Reduce water wastage in the production process to less than 5%.

9. Innovation and Product Development:

- Introduce at least one innovative product variant (e.g., flavored water, functional water) by the end of the second year.
- Continuously improve packaging design and functionality based on consumer feedback.

3. Scope of Services:

The Scope of work for the Agency shall broadly include but not limited to following:

A detailed scope of the project for OMFED's entry into the packaged drinking water market:

1. Project Planning and Feasibility Study:

- Conduct market research to understand demand, competition, and pricing strategies
- - Develop a comprehensive project plan with timelines, milestones, and resource allocation

2. Infrastructure Development:

- Installation of water purification systems (e.g., reverse osmosis, UV treatment, ozonation)
- bottling and packaging lines for different bottle sizes (1000 ml, 500 ml, 300 ml)
- quality control laboratories
- warehousing facilities for raw materials and finished products

3. Regulatory Compliance and Certifications:

- Obtain necessary licenses and permits from local and state authorities
- Acquire BIS (Bureau of Indian Standards) certification
- Implement FSSAI (Food Safety and Standards Authority of India) guidelines
- Achieve ISO 22000 certification for food safety management systems
- EPR regulation certification

4. Product Development:

- testing purification processes to ensure consistent water quality
- packaging design for different bottle sizes, including labels and branding elements
- Conduct shelf-life studies and stability testing

5. Supply Chain Management:

- Identify and onboard suppliers for raw materials (PET preforms, caps, labels, packaging materials)
- Establish relationships with logistics partners for distribution
- Implement inventory management systems
- Develop a robust supply chain strategy to ensure uninterrupted production and distribution to market.

6. Marketing and Brand Development:

- Create a comprehensive marketing strategy
- Develop brand identity and positioning for OMFED packaged water
- Design and produce marketing materials (print, digital, and audiovisual)

- Plan and execute launch campaigns (ATL and BTL activities)
- Establish partnerships with retailers and distributors
- Implement digital marketing strategies, including social media campaigns

7. Sales and Distribution Network:

- Develop a sales strategy targeting various channels (retail, institutional, online)
- Recruit and train sales team
- Establish distribution network across Odisha
- Set up a system for order processing and fulfillment

8. Quality Assurance and Control:

- Implement stringent quality control measures at each stage of production
- Establish a quality assurance team and protocols
- Set up a system for regular testing and monitoring of water quality
- Develop protocols for handling customer complaints and product recalls if necessary

9. Human Resources:

- Recruit and train staff for production, quality control, sales, and administration
- Develop training programs for employees on water treatment processes and quality standards
- Implement safety protocols and training for plant workers

10. MIS Infrastructure:

- the agency has to share system generated data on daily basis of production as well as marketing.

- the GST data has to shared based on sales of water bottle.

11. Financial Management:

- accounting and financial reporting systems
- pricing strategies for different markets and channels

12. Environmental Sustainability:

- Implement water conservation measures in the production process
- Develop eco-friendly packaging options
- Create a plastic bottle recycling program

13. Customer Service:

- Establish a customer service department
- Set up channels for customer feedback and complaint resolution
- Develop a system for handling bulk orders and institutional clients

14. Monitoring and Evaluation:

- Implement systems to track key performance indicators (KPIs)
- Conduct regular market surveys to gauge brand perception and customer satisfaction
- Perform periodic reviews of project progress against set objectives

15. Expansion Planning:

- Assess potential for geographical expansion beyond Odisha
- Explore possibilities for product line extensions (e.g., flavored water, functional water)

16. Specification:



This comprehensive scope covers all major aspects of launching and operating a packaged drinking water business. It provides a road map for OMFED to successfully enter the market, establish its brand, and create a sustainable business model. The scope can be further refined based on specific organizational needs and local market conditions.

4. Contract Period:

Contract will be for a period of Three (3) years from the date of receiving of Formal Work order. Further extension may be done on mutual agreement between OMFED and Agency (subject to requirement of OMFED and Satisfactory performance of the Agency).

5. Payment Schedule:

- The Payment shall be made as per Fortnight rate quoted by the firm in its financial Quotation.
- The payments shall be made on receipt of invoice with all supporting documents as per the project deliverable mentioned in this RFQ within 15 days by OMFED.
- No payments will be made for any additional work (other than the contracted as per the scope of work of the RFQ) which has not been approved in writing by the competent authority in OMFED.

6. Penalty:

- The minimum targeted sales volumes if not met after 3 months, may invite . the penalty will be implemented @10% over the royalty of minimum target of 50000 litres.
- On pre-mature termination of the contract on account of delay, the PS (Performance Security) shall be forfeited and other actions as deemed appropriate, which includes blacklisting/ legal proceeding may also be initiated. In such a case, OMFED shall be free to get the work done through any other Agency at the risk and cost of the Agency, whose contract has been terminated.
- For calculation of penalty amounts based on delay / shortcomings on the part of the Agency and which is not attributable to the delay on the part of OMFED, the decision of OMFED will be final and binding.

7. Timeline

Sl. No.	Activities	Timeline (In Days)
1	Team Mobilization and resource Engagement	T+15 days
2	Production and delivery	T+15 days



Annexure- I

Covering Letter

(On the Letterhead of the applicant)

Date: _____

To,

Managing Director

The Odisha State Cooperative Milk Producers' Federation Ltd.

D-2, Saheed Nagar,

Bhubaneswar-751007

Sir,

We have examined in detail and have understood the terms and conditions stipulated for eligibility of the Applicant in the RFQ Document issued by OMFED. We agree and undertake to abide by all these terms and conditions. We hereby submit all the necessary information and relevant documents during submission of our RFQ, we undertake, if our Quotation is accepted, to deliver services as specified in the RFQ document.

We acknowledged that we have not, during the last three years, failed to perform on any agreement, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against us, nor been expelled from any project or agreement nor have had any agreement terminated for breach of contract.

We are enclosing Document Purchase Fee of **INR 5900/-** in the form of Demand Draft/ (DD/PO. No.....Dt..... drawn on.....) Payable to the **OMFED**.

As per RFQ the validity of the Quotation is 180 days from the last date of Submission of Quotation and we agree that the Quotation is unconditional. We understand that OMFED reserves the right to reject any application without assigning any reason thereof.

Yours Faithfully,

Signature of Authorized Person and seal

Name and Designation

Name of the Company

Annexure- II

Details of Applicant

1. Name of the Firm:
2. Year of Establishment:
3. Registered address of Office:
4. Name and Details of the contact Person:
5. PAN Number:
6. GST Number:
7. Telephone No. & Fax No:
8. Mail Address:
9. Brief description of background of the firm for this assignment:
10. No. of years of proven experience of providing similar services:
11. Average Annual turnover of the Applicant (in INR) during the last three Financial Years: (Please attach copy of three Audited Financial Statements)
 - A. 2021- 2022:
 - B. 2022–2023:
 - C. 2023–2024:
12. Average Net Worth of the Applicant (in INR) during the last three Financial Years: (Please attach copy of three Audited Financial Statements)
 - A. 2021- 2022:
 - B. 2022–2023:
 - C. 2023–2024:

Signature of Authorized Person and seal

Name and designation Name of the Company Dated:

Annexure III

Format for Project Experience

Experience of undertaking similar projects		
Sl.No	Parameters	Remarks
1.	Name of the Authority / Govt./Private Entity	
2.	Name of Description	
3	Location	
4	Period of service rendered by the applicant (Start date and End date)	
5	Fees of the Applicant (in Indian Rupees)	
6	Present status	
7	Years in Business	
8	Copy of Appointment Letters and Agreement	

Note: The work order along with other relevant documents shall be attached with every project. Experience of completed and ongoing projects will be considered for evaluation.

Signature of Authorized Person and seal

Name and designation

Name of the Company Dated:



Annexure IV

Formats for Financial Quotation

To,

Managing Director

The Odisha State Cooperative Milk Producers' Federation Ltd.

D-2, Saheed Nagar,

Bhubaneswar-751007

NAME OF THE PROJECT: Supply of OMFED Packaged Drinking

We, the undersigned, offer to provide the consulting services for the above scope of services in accordance with your RFQ. Our total financial quote is as given below, Our Financial Quotation shall be binding up on us for the assignment and this Quotation would be valid up to 180 days from the last date of submission of Quotation. .

Name of the Project	Lump sum Financial Quote per litre
Supply of OMFED Packaged Drinking Water for the Odisha State Cooperative Milk Producers' Federation Ltd.	Rs _____/- per litre -Gm weight of bottle may be mentioned which will be averaged per gm. and higher gms bottle will be preferred -Transportation cost will be up to BBSR Dairy CSPUR, BBSR to be mentioned as extra (both in Words and figure) exclusive of applicable Goods & Service Tax
GST (as applicable)	
Grand Total <<Please put this figure>>	(both in words and figure) per litre inclusive of applicable Goods & Service Tax

Yours Faithfully,

Signature of Authorized Person and seal

Name and designation Name of the Company Dated:



FORM PQ-4 [Self-Declaration against Earnest Money Deposit]

(To be submitted on the Letterhead of Bidder)

To,

Managing Director

The Odisha State Cooperative Milk Producers' Federation Ltd.

D-2, Saheed Nagar,

Bhubaneswar-751007

Sub: Supply of Packaged Drinking Water to OMFED

Ref: RFQ Ref No. << >>>

Madam/Sir,

I/We understand that, as per clause no 8 , bids must be supported by a Bid Security Declaration in lieu of Earnest Money Deposit, (**reference Finance Department, Government of Odisha, Office Memorandum No. 8484/F, dated 05.04.2022**). I/We hereby accept that I/We may be disqualified from bidding for any contract with you for a period of three years from the date of disqualification as may be notified by you (without prejudice to OMFED's rights to claim damages or any other legal recourse) if,

- a) I am /We are in a breach of any of the obligations under the bid conditions,
- b) I/We have withdrawn or unilaterally modified/amended/revise, my/our Bid during the bid validity period specified in the form of Bid or extended period, if any.
- c) On acceptance of our bid by OMFED, I/we failed to deposit the prescribed Security Deposit or fails to execute the agreement or fails to commence the execution of the work in accordance with the terms and conditions and within the specified time.

Yours faithfully,

(Authorized
Signatory)Name:
Designation:

Contact No:

Seal: