

Expression of Interest (Eoi)

For Selection of Agency for Documentation of Various Schemes under the Department of Agriculture & Farmers' Empowerment ,

Chief District Agriculture Officer, Gajapati

1. Introduction

The Department of Agriculture & Farmers' Empowerment Gajapati invites Expression of Interest (Eoi) from reputed and experienced agencies for undertaking the documentation of various schemes implemented by the department. The objective is to systematically capture, analyze, and present data, activities, outcomes, and impact of schemes in a structured format.

2. Objective of the Assignment

To engage a professional agency for:

- Documentation of scheme implementation at district Gajapati
 - Preparation of case studies, success stories, supply of hoarding/flex banner to be installed at demonstration plots and visual documentation.
 - Designing and compiling reports for internal and external dissemination.
 - Capturing best practices, interventions and innovations.
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3. Scope of Work

The selected agency will be required to:

- Visit field locations for data collection and interviews of farmers as well as officials.
 - Coordinate with department officers for scheme-related information.
 - Create video documentation including demonstration patches case studies success stories, etc.
 - Develop multimedia content (photographs, short videos, infographics).
 - Capture contents at each stages of crop (Sowing/Transplanting, Vegetative stage/ Harvesting and Field day)
 - Ensure adherence to timelines and quality standards.
 - Maximum ceiling amount of Rupees 3000/- per minute for videography
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4. Eligibility Criteria

The agency must fulfill the following:

1. Registered under Indian laws with at least 3 years of experience in content documentation, content development, or communication services in Agriculture field.
 2. Proven experience with department Agriculture in the District.
 3. Should have a qualified team with content writers, editors, graphic designers, videographers.
 4. Not blacklisted by any Government agency.
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5. Documents to be Submitted

- Cover Letter with company profile.
- Certificate of Registration/Incorporation.
- PAN, GST Registration.
- Details of similar projects undertaken in the last 3 years.
- Audited financial statements for the last 3 years.
- Declaration of non-blacklisting.
- Must have I&PR registration.

6. Selection Process

The selection will be based on:

1. Preliminary screening based on eligibility.
2. Technical evaluation of past work and capacity.
3. Presentation/interaction (if required).
4. Shortlisted agencies will be invited to submit a detailed proposal (RFP stage).

Sl. No.	Evaluation Criteria	Maximum Marks	Evaluation method
1	Experience in Agricultural Documentation (At least 3 years in content development, documentation, or communication related to Agriculture)	25	3-5 years: 20 marks More than 5 years: 25 marks
2	Past Work experience with Department of Agriculture(In the District Gajapati)	30	1 project: 10 marks 2-3 projects: 15 marks More than 3 projects: 30 marks
3	Minimum average turnover of ₹70 lakhs in the last three financial years.	30	₹60-70 lakhs: 20 marks Above ₹70 lakhs: 30 marks
4	Should have a qualified team with (content writers, editors, graphic designers, and videographers.)	15	2-3 core team members: 10 marks More than 3 members :15 marks
	Total	100	

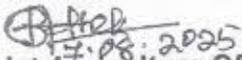
7. Submission Details

- EoI should be submitted in sealed envelope clearly marked as:
"EoI for Selection of Agency for Scheme Documentation – Chief District Agriculture Officer, Gajapati"
 - Last Date for Submission: **01:00 PM 19.08.2025**
 - Address for Submission by registered post only
(Office of the Chief District Agriculture Officer, Gajapati, Paralakhemundi)
 - Opening and Secreening of Documents will be done at office of undersigned at
19.08.2025 03:00PM
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8. General Terms

- The Department reserves the right to cancel or modify this EoI without assigning any reason.
- No financial commitment is made at this stage.
- Agencies will be shortlisted at the sole discretion of the Department.

Approved


19.08.2025
Chief District Agriculture Officer,

Gajapati