

EXPRESSION OF INTEREST

Selection

of

Consultant (Content Writing & Translation)

for

I & PR Department, Odisha

Government of Odisha

Information & Public Relations Department

Lok-Sampark Bhawan, Bhubaneswar

No. 8305/IPR, Dated 05.07.2024

IPR-PM-MISC-0007-2024

Expression of Interest (Eoi) for Selection of

Consultant (Content Writing & Translation)

for

I & PR Department


1. Director, I & PR Department (The Client) invites Expression of Interest (Eoi) in sealed cover from individual persons for engagement of 01(One) No. Of **Consultant (Content Writing & Translation)** in I & PR Department, Lok-SamparkBhawan, Unit-V, Keshari Nagar, Bhubaneswar.
2. Scope of work, eligibility, requirements and other details may be seen from the website of I& PR Department (<https://inpr.odisha.gov.in/>). The detail Eoi document may be downloaded from the said website of I& PR Department.
3. Last date for receipt of sealed Eoi is **19/07/2024 at 4PM.**

(970)

4. Date of opening of Eol is **20.07.2024** at **04:30 PM** in the **Conference Hall, I & PR Department, Lok-Sampark Bhawan, Unit-V, Bhubaneswar**.
5. The undersigned reserves the right to accept or reject any or all bids without assigning any reason thereof.
6. This advertisement should not be construed as binding on the Government to make engagement.
7. Concerned applicants are requested to attend the bid opening meeting during opening of Eol on **20.07.2024** at **04:30 PM** in the **Conference Hall, I & PR Department, Lok-Sampark Bhawan, Unit-V, Bhubaneswar**.

Date: **05.07.2024**

Place: **Bhubaneswar**


Director 7.2024

I & PR Department, Odisha

Section-A
(Letter of Invitation)

Eol No. 8303 /IPR, Dated 05-07-2024

Name of the Assignment: Selection of Consultant (Content Writing & Translation) for I & PR Department

Director, I & PR Department, Government of Odisha (*The Client*) invites Expression of Interest (Eol) in sealed cover from individual persons for engagement of 01 (One) No. of **Consultant (Content Writing & Translation)** in I & PR Department, Lok-Sampark Bhawan, Unit-V, Keshari Nagar, Bhubaneswar.

More details are available from Section-B to Section-G of this Eol document.

1. Eligible persons will be selected on merit basis as defined in Section-D.
2. The Eol must be delivered at the specified address as mentioned in Section-B (Data Sheet) by Registered Post / Speed Post only. The Client shall not be responsible for any delay in receipt of Eol. Submission of Eol through any other mode will be rejected. The Eol received after due date and time will not be considered.
4. Last date and time for receipt of sealed Eol completed in all respects is **19.07.2024 at 04:00 PM.**
5. Date of opening of Eol is **20.07.2024 at 04:30 PM** in the **Conference Hall, I & PR Department, Lok-Sampark Bhawan, Unit-V, Bhubaneswar.**
6. This Eol includes following sections Section-A : Letter of Invitation Section-B : Data Sheet

Section-C : Information to the Applicant
Section-D : Selection procedure
Section-E : Service/Engagement Conditions
Section-F : General Terms & Conditions
Section-G : Documents to be enclosed
Section-H : Annexure

7. While all information/data given in the Eol are accurate within the consideration of scope of the proposed assignment to the best of the Client's knowledge, the Client holds no responsibility for accuracy of information and it is the responsibility of the applicant to check the validity of information/data included in the document.
8. The Client reserves the right to accept/reject any/all proposals/cancel the entire selection process at any stage without assigning any reason thereof. No claim whatsoever shall be admissible for the alleged loss/damage suffered by the applicant on account of such rejection.
9. In case of any dispute/ambiguity arises in the process, the decision of the Tender calling authority is final, binding and cannot be challenged.
10. This advertisement should not be construed as binding on the Government to make engagement.

Director

I & PR Department, Odisha

**Section-B
(Data Sheet)**

01	Name of the Assignment	Engagement of Consultant (Content Writing & Translation)
02	Place of the Assignment	I & PR Department, Odisha, Bhubaneswar
03	Method of selection	Merit basis as defined in Section-D
04	Language of EoI document	English
05	Date of Issue of EoI	05.07.2024
06	Availability of EoI document in I & PR Department Website https://inpr.odisha.gov.in/	From 06.07.2024 (06:00 PM)
07	Last date and Time of Submission of written queries through e-Mail (iprenews@gmail.com) for clarifications on EoI Document	15.07.2024 (04:00 PM)
08	Contact person	Name: Sri Surendra Nath Parida Designation: Director (Technical) Contact No.: +91-9437092197
09	Beginning date & time for submission	09.07.2024 (10:00 AM)
10	Last date and time for submission	19.07.2024 (04:00 PM)
11	Mode of Submission	Offline mode EoI complete in all respects should be submitted to the inviting authority through Registered/Speed Post only. Authority will not be responsible for postal or any other delay.
12	Address for submission	Director I & PR Department, Odisha Lok Sampark Bhawan Unit-V, Keshari Nagar Bhubaneswar- 751001
13	Date and time for opening of EoI	20.07.2024 at 04:30 PM Concerned applicants are requested to attend the bid opening meeting

Section-C
(Information to the Applicant)

1. Objectives

A high performing Consultant as Content Writer & Translator contributes to the development of strategies that will increase people engagement with Government initiatives and welfare oriented programmes and interventions. Accordingly, the Government in I & PR Department, Odisha requires a high performing Consultant (Content Writing & Translation) to prepare & produce relevant contents for materials to be used by Government in I& PR Department for the targeted audience. In the present context of expanded sphere of activities of I& PR Department it is necessary to engage the above mentioned Consultant for smooth functioning of the production and translation related works of the Department.

2. Expectations from I & PR Department

The engaged Consultant (Content Writing & Translation) should,

- A. Abide all the rules & regulations of Government of Odisha
- B. Be prepared to work on Government holidays as well as beyond the normal working hours as & when required without demanding over-duty charges or any other facilities
- C. Be polite and humble to the Government
- D. Be updated with schemes/plans/programmes/activities of I & PR Department and other Departments of the Government
- E. Not impose any type of political pressure/influence over the I & PR Department
- F. Not be involved directly/indirectly with activities of any political parties
- G. Not use or disclose any confidential information of Government of Odisha or I & PR Department to any third party
- H. Maintain the confidentiality of data, documents and resources

3. Scope of Work/Job Responsibility/Deliverables

- A. Preparation of articles, speeches, messages and advertisement texts as & when required.
- B. Writing content for PPT, Audio Visuals including documentaries for target audience.
- C. Conducting research on Government schemes and collaborative programmes to develop original content as required for publicity intervention at field level.
- D. Developing content for Tweets, Blogs, article and publicity in Social Media and Government Website.
- E. Assisting the Department Teams in developing content for Government campaigns.

- F. Creation of Success Stories/features both in Odia and English language on different Plans/Policies/Schemes/Programmes of the Government for Utkal Prasanga, Odisha Review, Newspapers, Periodicals, etc.
- G. Creation of concept notes for Coffee Table Books, IITF Folders, etc.
- H. Creation of brief stories/write-ups both in Odia and English language on different occasions/events of the Government undertaken by I& PR Department for wide publicity and sensitisation matters.
- I. Creation of eye-catching Taglines, Captions, slogans, etc. both in Odia and English language for Hoardings, Display Advertisements, Video Clips, Radio Jingles, etc.
- J. Creation of concept notes both in Odia and English language as & when necessary.
- K. Preparation of Reports on different activities of I & PR Department, Odisha.
- L. To guide the UP/OR team for improvement of the quality of publications.
- M. Preparation of write-ups on Eminent Personalities of Odisha.
- N. Proof reading of typed content
- O. Editing and polishing/fine-tuning of contents created by the Department Officials
- P. Conducting keyword research and creating appealing headlines and body of draft content.
- Q. Identifying needs of citizen centric sharing of information and recommending new content to address gaps if any in the current content writing as desired.
- R. Translation of the messages/speeches from English to Odia of the,
 - Hon'ble President of India
 - Hon'ble Vice-President of India
 - Hon'ble Prime Minister of India
 - Hon'ble Governor of Odisha
 - Hon'ble Chief Minister of Odisha
 - Other Dignitaries of India & Odisha (if required)
- S. Translation from Odia to English and vice-versa of the
 - Success Stories of Government
 - Press Notes prepared by PROs, etc.
 - Press Briefings
 - Other works as & when required time to time.

4. Essential pre-requisite educational qualification, skills, age and work experience

- A. Age should be between 35 to 65 years of age.
- B. Must have passed matriculation or equivalent examination with Odia as a language subject.
- C. Must be a Post Graduate in Social Science/Literature Discipline/Journalism & MC from any Board/University recognized by Odisha Government.
- D. Research qualifications like M.Phil/PhD will be given preference as added advantage.
- E. Good command over Odia and English Language.
- F. Must be well acquainted with Plans/Programmes/Schemes of the Government.

- G. More than 5 years of proven content writing experience with adaptive translation skills from English to Odia and vice-versa in various Government Agencies.
- H. Worked for communication, Language Cell in Government Departments, Media Organizations including AIR/Doordarshan and other Media Houses will be given preference in selection.
- I. Skilled in writing content for Government and Non-Governmental Organizations including International Development Organizations will be suitable for required responsibilities.
- J. Excellent writing and editing skills and proficiency in all Microsoft/Linux/Mac applications.
- K. Must have knowledge on different page layouts.
- L. Able to work in a fast-paced environment to handle multiple tasks concurrently.

5. Other Eligibility Criteria

- A. Must be a citizen of India.
- B. Must be of good mental condition and bodily health and free from any physical defect likely to interfere with the discharge of his/her duties.
- C. If married, he/she must not have more than one spouse living; Provided that the State Government may, if satisfied that such marriage is permissible under the personal law applicable to such person or there are other grounds for doing so, exempt any person from the operation of this rule.
- D. The applicant should not be debarred permanently by the National/State level Public Service Commission/Staff Selection Commission.
- E. Should not be prosecuted/convicted by any Court of Law for any type criminal offence/mis-conduct.
- F. Should not be placed under suspension/retrenched/dismissed from any Private/Public Organization.

6. Application Fee/Processing Fee (Non-Refundable)

The applicant must furnish as part of proposal, the required Application/Processing Fee (Non-Refundable) amounting to Rs. 5,000/- (Rupees Five thousand) only in shape of Demand Draft from any scheduled commercial bank in favour of DDO, I & PR Department, Odisha payable at Bhubaneswar in any Nationalized Bank.

Section-D (i)
(Selection procedure)

- 1. Short-listing and selection of eligible Consultant (Content Writing & Translation) will be done by an Evaluation Committee duly constituted by the Government in I & PR Department.
- 2. The Evaluation Committee shall shortlist a maximum of top 03 applicants on the basis of following criteria.
 - A. Educational Qualification
 - B. Research Qualification

- C. Language proficiency
 - D. Work experience in content writing and allied works
 - E. Knowledge on Plans/Programmes/Schemes of the Government
3. Scores will be awarded on the above attributes. The earmarked full mark will be 70 (Seventy) which will be distributed as per Section-D(ii) and full mark for interview is 30 (Thirty).
 4. Three Top scoring candidates will be called for interview. However marks secured by the candidate on the basis of testimonials will be also taken into account along with the interview marks for preparation of the panel of merit.
 5. In the event of applicants turning out to be less than three, all such applicants will be called for interview.
 6. In case anyone from top 3 does not appear the interview, it will not affect the process of selection and the interview marks will be Zero for the applicant, concerned.
 7. The decision of the Committee for the selection process shall be final.

Section-D (ii)
(Scoring of
Marks)

Graduation with First Division	10 Marks
Post Graduation with First Division	10 Marks
Higher Qualification with M.Phil	5 Marks
Higher Qualification with PhD	10 Marks
Work Experience	15 Marks
Knowledge on Government Schemes	10 Marks
Association with preparation & publication of more than 02 (Two) documents on public policies	10 Marks

**Section-E
(Service/Engagement
Conditions)**

1. Period of Engagement

Initially the period of engagement shall be 12 (twelve) months from the date of initial engagement subject to fulfilling the expectations and terms & conditions mentioned in the EoI.

2. Monthly Consultancy Charges

Rs. 70,000/- per month (maximum) subject to fulfilling the terms & conditions mentioned at Clause-10 of Section-F.

3. Termination

The Government in I & PR Department may terminate the engaged Consultant (Content Writing & Translation) by serving 24 (Twenty Four) hours written notice if,

- A. He/She is unable to address the assigned work.
- B. He/She fails in timely achievement of the milestones.
- C. He/She shall use or disclose any confidential information of Government of Odisha or I & PR Department to any third party.
- D. The authority shall feel that his/her work culture, behaviour, honesty and integrity is doubtful.
- E. His/Her work is not up to the mark of satisfaction.
- F. In case of non-requirement of service of the Consultant.

4. Quitting from Engagement

- A. The engaged Consultant (Content Writing & Translation) may resign by submitting a letter of request to the Director, I & PR Department, Odisha with satisfactory justification of quitting prior to 01 (One) month from the date of his/her quit.
- B. If the engaged Consultant (Content Writing & Translation) will quit within first three months from his/her date of joining, by submitting/not submitting the letter of request,
 - a. Total Consultancy Charges for the period of working shall be held-up, if not paid.
 - b. Shall be realized from him/her through signed post-dated blank cheques, if the Consultancy Charges already paid.

Section-F

(General Terms & Conditions)

1. All the documents and papers submitted with the bid should be either in English or in Odia.
2. Interested person has to submit his/her EoI only through the format annexed at Annexure-A, Annexure-B, Annexure-C and Annexure-D. Any type of addition/deletion/ alternation shall not be accepted and his/her EoI shall be rejected. There shall be no overwriting anywhere either in the annexure or in the annexed documents.
3. Interested person (Applicant) has to ensure that his/her EoI is complete in all respects.

Any deviation of non-compliance may lead to rejection of his/her offer at any stage.

4. The EoI submitted by the person concerned is liable to reject under the following circumstances.
 - A. EoI received beyond the stipulated date and time.
 - B. Not coming under the age limit.
 - C. Not have any one requisite educational qualification.
 - D. Incomplete EoI.
 - E. Non-Submission of self attested Xerox copies of testimonials/certificate in support of his/her educational qualification, skills, age and work experience.
 - F. Non-furnishing of affidavit on other eligibility criteria.
 - G. Non-deposit of Application Fee.
 - H. Non-furnish of signed post-dated blank cheques.
 - I. Failed to produce original testimonials/certificates at the time of verification.
5. The engagement is purely temporary and requirement basis in nature and has no relationship of employee and employer with the Client and cannot claim any such benefits in future.
6. Selected Consultant (Content Writing & Translation) concerned will have to sign an agreement with the Director, I & PR Department for execution of the assigned work by abiding all rules & regulations of the Government as amended from time to time as well all the terms & conditions mentioned in the EoI. If he/she fails to sign the agreement within the stipulated period, his/her engagement will be cancelled and the next person in the merit list will be considered for engagement.
7. I & PR Department will not be responsible for any loss/damage/injury/illness caused at the time of doing assignments.
8. The selected Consultant shall not assign the work to any other third party to perform his/her obligation.
9. The period of engagement shall be initially for a period of 12 (twelve) months from the date of initial engagement. It may be extended for a further 12 (Twelve)

months on the basis of performance in the immediate preceding year and as per the decision and requirement of the Government.

10. Payment of the proposed Consultancy Charges of Rs. 70,000/- per month (maximum) shall be subject to receipt of monthly absentee statement and satisfactory performance certificate from the designated Officer-in-Charge of the Branch. TDS as applicable under the provisions of IT Act and days of absent (if any) shall be deducted from the monthly Consultancy Charges.
11. The Consultant engaged, shall not utilize or publish or disclose or part with, to a third party, any part of the data or statistics or proceedings or information collected for the purpose of his assignment or during the course of assignment.
12. The consultant shall be bound to return/hand-over all the records of assignment to the authorized officer/authority soon after completion of the assigned job.
13. In case of an ambiguity/dispute arises in the process of selection, decision of I & PR Department/EoI calling authority shall be final.
14. All the disputes shall be subject to the jurisdiction of Civil Courts of Law situated at Bhubaneswar.
15. The I& PR Department reserves the right for rejection of any/all applications/cancel the process without assigning any reason whatsoever. All the decisions taken by the Department would be final and no further representation in this regard will be entertained.
16. Whenever specific terms & conditions have not been spelt out in the document, OGFR- 2023 of State Government shall apply.

Section-G
(Documents to be enclosed)

1.
 - A. Self attested photo copy of
 - a. Matriculation/HSC Certificate as a proof of DoB.
 - b. Any one type of Identity proof as prescribed by GoI.
 - c. Certificate(s) from Board/University as the proof of Educational Qualification(s).
 - d. Certificate(s) from University as the proof of Research Qualification(s).
 - e. Assignment Order(s) from Private/Public Agency (ies) as the proof of Experience on Content Writing.
 - f. Assignment Order(s) from Private/Public Agency (ies) as the proof of Experience on Translation.
 - g. Certificate(s) from Institution/Board/University on completion of Training/Course as the proof of Skill.
 - h. PAN Card.
 - B. In Original
 - a. Medical Certificate of fitness in the prescribed form from a Medical Officer not below the rank of Assistant Surgeon in the State Government Service
 - b. Character Certificate from 02 Gazetted Officer not related to him/her

- c. Affidavit (Annexure-D)
- d. Demand Draft worth Rs. 5,000/- (Non-Refundable) from any scheduled commercial bank in favour of DDO, I & PR Department, Odisha payable at Bhubaneswar in any Nationalized Bank
- e. 03 (Three) No. of signed post-dated blank cheques (Refundable if not selected/ utilized)

Annexure-A

From

(Name) (Address)

To

The Director,
I & PR Department,
Odisha Lok-Sampark Bhawan Keshari Nagar,
Unit-V Bhubaneswar-751001

Sub: Submission of Expression of Interest for engagement as Consultant (Content Writing & Translation) in I& PR Department, Odisha.

Ref: Eol No. _____, Dated _____

Sir,

I do submit herewith my Eol in prescribed format along with required documents in properly sealed cover for favour of kind information and necessary action.

Yours faithfully

(Full Signature)

Enclosed: As per Check List.

Annexure-B

Bio-Data

1. **Name:**
(in Capital Letters)

2. **Father/Mother's Name:**
(in Capital Letters) Recent Passport
Size Colour Photograph

3. **Present Postal Address:**

4. **Permanent Residential Address:**

5. **Date of Birth:**
(in DD-MM-YYYY numeric format)

6. **Contact No.:**

7. **e-Mail Id:**

8. **Identity Proof**

Identity Document Name	Issued By (Authority Name)	Identification No.
(01)	(02)	(03)

09- Educational Qualification

Degree	Discipline	Year of Passing	Name of the Institution	Name of the Board/University
(01)	(02)	(03)	(04)	(05)

10- Research Qualification

Degree	Discipline	Year	Name of the Institution
(01)	(02)	(03)	(04)

11- Skilled-in

Name of Agency/ Organization/ Assignment	Work Order/Assignment Order No. and Date	Period of Work		Nature of Job
		From	To	
(01)	(02)	(03)	(04)	(05)

Annexure-D

AFFIDAVIT

(On Non-Judicial Stamp Paper of requisite value)

(To be executed before 1st Class/Executive Magistrate/Notary)

I, _____ S/D/W/o _____, aged _____
years, _____ by religion, presently residing at _____,
do hereby solemnly affirm and state as follows.

1. That, I am a citizen of India.
2. That, my mental condition is good and free from all physical defects likely to interfere with the discharge of my assigned duties.
3. That I have not married* / not more than one spouse living* / more than one spouse living and such marriage is permissible under the personal law applicable to me*.

(* Not to be typed if those are not applicable)

4. That I am not debarred permanently by any National/State level Public Service Commission/Staff Selection Commission
5. That I have not prosecuted/convicted by any Court of Law for any type criminal offence/misconduct
6. I have not been placed under suspension/retrenchment/dismissal from any Government/PSU Organization.
7. That the contents of the foregoing paragraphs of this Affidavit are true to the best of my knowledge & belief.
8. That I affirm that if at any stage it is found that the documents produced were false, misleading or any misinterpretation was made, I will be liable for disengagement and legal action as deemed proper will be taken against me.