



**GOVERNMENT OF MEGHALAYA
DIRECTORATE OF FOOD CIVIL SUPPLIES AND CONSUMER AFFAIRS
HORSE SHOE BUILDING, LOWER LACHUMIERE, SHILLONG – 793 001**

NOTICE INVITING TENDER

Dated: 08th June 2022

- a) **NO DSCA.12/TMD/2022/79**: The Director, Food & Civil Supplies & Consumer Affairs, Government of Meghalaya, invites Requests for Proposals (RFP) from Authorized and Experienced Agencies for Conceptualizing, Planning, Execution & Monitoring of communication plan for Outdoor, Print, social media and Public Engagement for Food Civil Supplies & Consumer Affairs, Meghalaya for a period of 6 (six) months.

Interested firms may submit their quotation to the office of the undersigned on all working days from 08-06-2022 to 01-07-2022. The Quotation can be downloaded from the website <http://megfcsca.gov.in>

1. PARTICULARS OF TENDER:

a. Designation and address of the Authority Inviting the tender	The Director, Food & Civil Supplies & Consumer Affairs, Meghalaya, Shillong	
b. Total No. of pages in this Tender Document.	:	45 pages
c. Last date & time of receiving the Tender.	:	1st July, 2022 before 4 P.M.
d. Date and time of opening of TECHNICAL BID	:	6th July 2022
e. Date and time of Opening of FINANACIAL BID	:	11th July 2022
f. Earnest Money Deposit (EMD)	:	Rs.70,000/- (Rupees Seventy thousand)
g. Tender Fee/Document	:	Rs.1000/- (Rupees One Thousand) only (Non-refundable)


**Director,
Food Civil Supplies and Consumer Affairs
Meghalaya, Shillong.**


MEMO NO DSCA.12/TMD/2022/79

- A -

Dated Shillong, the 08th June, 2022.

Copy to: -

1. The Director of Information & Public, Relation, Meghalaya, Shillong for causing wide publicity through local newspaper (one in English and one in Khasi) and. The Bills in triplicate may be sent to the undersigned for necessary payment.
2. The Deputy Secretary, Food Civil Supplies & Consumer Affairs, Meghalaya, Shillong with reference to Letter **NO.SUP.11/2022/157 Dated 07th June 2022.**
3. Smti. W. Rynjah, Senior Technical Director, NIC, Meghalaya, Shillong – 793001 with a request to upload the Detail Notice Inviting Tender (enclosed) on the Department website.
4. Office Notice Board.


**Director,
Food Civil Supplies and Consumer Affairs
Meghalaya, Shillong.**

Request for Proposal (RFP)

From

**Authorized and Experienced Agency for Appointment of
Agency(s)**

For

**Conceptualizing, Planning, Execution & Monitoring of
Communication Plan For**

Outdoor, Print, Social Media and Public Engagement

For a Period of 6 (six) Months

June 2022

Government of Meghalaya

The Director, Food & Civil Supplies & Consumer Affairs

Address: Lower Lachauviere (Horse Shoe Building, Ground Floor)

Meghalaya, Shillong - 793001

Phone: 0364 -222 4108

Website: www.megfcsca.gov.in

E-Mail: fcsca-meg@nic.in

DISCLAIMER

The information contained in this Request for Proposal (hereinafter referred to as "RFP") document provided to the Bidders, by the Director, Food & Civil Supplies & Consumer Affairs (hereinafter referred to as "FCS&CA"), or any of their employees or advisors, is provided to the Bidder(s) on the terms and conditions set out in this RFP document and all other terms and conditions subject to which such information is provided.

The purpose of this RFP document is to provide the Bidder(s) with information to assist the formulation of their Proposals. This RFP document does not purport to contain all the information each Bidder may require. This RFP document may not be appropriate for all persons, and it is not possible for FCS&CA, their employees or advisors to consider the business/investment objectives, financial situation and particular needs of each Bidder who reads or uses this RFP document. Each Bidder should conduct its own research and analysis and should check the accuracy, reliability and completeness of the information in this RFP document and where necessary obtain independent advice from appropriate sources.

FCS&CA, their employees and advisors make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the RFP document. FCS&CA may, in their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP document.

TABLE OF CONTENTS

SECTION I : INTRODUCTION

- 1.1. *Letter of Invitation*
- 1.2. *Data Sheet and Important Details*
- 1.3. *Important Details*
- 1.4. *Earnest Money Deposit (EMD)*
- 1.5. *EMD shall be forfeited*
- 1.6. *Non-refundable Cost of Quotation*

SECTION II : REQUEST FOR PROPOSAL TERMINOLOGY

SECTION III : PURPOSE / INTENT FOR RFP

SECTION IV: EXECUTIVE SUMMARY

- 4.1 *Background*

SECTION V- AGENCIES RESPONSIBILITIES

SECTION VI : OBJECTIVES

SECTION VII : SCOPE OF WORK

- 7.1. *Scope*
- 7.2. *Deliverables*
- 7.3. *Confidentiality Clause*

SECTION VIII : EMD AND PERFORMANCE GUARANTEE

- 8.1 *EMD*
- 8.2 *Performance Guarantee*
- 8.3 *Forfeiture of Performance Guaranteed*

SECTION IX : GENERAL CONDITIONS

9.1 *Amendment to RFP document*

9.2 *Duration of the Assignment*

9.3 *Project Support*

9.4 *Reporting*

9.5 *Submission, Receipt and Opening of Proposals*

9.6 *Technical Bid*

9.7 *Eligibility Criteria*

9.8 *Operational Criteria*

9.9 *Financial Bid*

SECTION X : PROPOSAL OPENING

SECTION XI : AWARD OF CONTRACT

SECTION XII : SIGNING OF AGREEMENT

SECTION XIII : ANNULMENT OF AWARD

SECTION XIV : PERIOD OF VALIDITY OF PROPOSALS

SECTION XV : APPLICATION

SECTION XVI : FORCE MAJEURE

SECTION XVII : ARBITRATION

SECTION XVIII : PAYMENT TO SELECTED AGENCY

SECTION XIX : PENALTY CLAUSE

SECTION XX : TERMINATION OF ENGAGEMENT/CONTRACT

SECTION XXI : SPECIAL CONDITIONS OF CONTRACT-I

SECTION XXII : SPECIAL CONDITIONS OF CONTRACT-II

ANNEXURE - A: TECHNICAL FORMAT FOR COVERING LETTER

ANNEXURE - B : UNDERTAKING

ANNEXURE - C : ASSIGNMENT OF SIMILAR NATURE SUCCESSFULLY COMPLETED DURING LAST TWO YEARS

ANNEXURE - D : FINANCIAL FORMAT FOR FINANCIAL PROPOSAL

ANNEXURE - E : FINANCIAL BID

ANNEXURE - F : FINANCIAL STRENGTH OF THE FIRM

ANNEXURE - G : IEC ACTIVITIES CONDUCTED IN MEGHALAYA/OTHER STATES

ANNEXURE - H : STAFF FOR IN-HOUSE PRODUCTION AND TECHNICAL SUPPORT TEAM MEMBERS

ANNEXURE - I : PROJECT OF MIN. 20 LAKH BUDGET EXECUTED

ANNEXURE - J : STATE LEVEL IEC EVENTS CONDUCTED

ANNEXURE - K : PROFORMA FOR BANK GUARANTEE

ANNEXURE - L : DECLARATION BY BIDDER

ANNEXURE - M : DRAFT CONTRACT FORMAT

ANNEXURE - N : REQUEST FOR PROPOSAL

ANNEXURE - O : PRESENTATION

SECTION I: INTRODUCTION

1.1 Letter of Invitation

- b) Office of the Director of Food, Civil Supplies & Consumer Affairs, Lower Lachau miere (Horse Shoe Building, Ground Floor) Shillong - 793001, Requests For Proposals (RFP) from Authorized and Experienced Agencies for Conceptualizing, Planning, Execution & Monitoring of communication plan for Outdoor, Print, Social Media and Public Engagement for Food, Civil Supplies & Consumer Affairs, Meghalaya for a period of 6 (six) months.
- c) More details on the services to be provided are under the Scope of Work in the RFP document.
- d) The Authority shall select experienced Agency as per procedures contained in the RFP.
- e) The period of contract will be for a minimum period of 6 (six) months from the date of signing of contract agreement and may be reduced or extended at the discretion of the Authority. The contract will be effective after signing of agreement with the Authority.

1.2 Data Sheet

Sl. No.	RFP Timelines & Important Details
1.2.1	Date of issuing of RFP: 08th/June/2022
1.2.2	Place for submission of RFP document: The Director, Food & Civil Supplies & Consumer Affairs, Lower Lachau miere (Horse Shoe Building, Ground Floor) Shillong, Meghalaya - 793001
1.2.3	Last date and time of receiving RFP application (Both Technical and Financial) : 01 st July/2022 up to 04:00 PM
1.2.4	Date and time for opening of RFP document: To be informed at a later date
1.2.5	Place of opening of RFP: The Director, Food & Civil Supplies & Consumer Affairs, Lower Lachau miere
1.2.6	The method of selection is Combined Quality cum Cost Based Selection (QCBS) using 70:30 weightage for quality and cost respectively.
1.2.7	Non-refundable cost of quotation will be 1,000/- (Rupees One Thousand only)
1.2.8	Proposals received after the stated time and date will not be considered
* the above dates are subject to change in case of unavoidable reasons)	

1.3 Important Details

- a) Interested tenderer may obtain further information about this requirement from the above office or download from www.megfcscsca.gov.in
- b) If requested, the RFP Documents will be mailed by Registered Post/Speed Post to the interested tenderer, for which extra expenditure per set will be Rs 200.00 for domestic post. The authority will not be responsible for late receipt/ non-receipt of tender documents by the vendor.
- c) Tenderer may also download the RFP documents (a complete set of document is available on website) from the web site www.megfcscsca.gov.in and submit its tender by using the downloaded document The tender paper will be rejected if the bidder changes any clause or Annexure of the bid document downloaded from the website.

1.4 Earnest Money Deposit

The Applicant shall have to furnish as part of its proposal Earnest Money Deposit of Rs. 70,000/- (Rupees seventy thousand) only as follows:

- a) An EMD of Rs. 70,000/- (Rupees seventy thousand) only in the form of Demand Draft/Cheque with a minimum period of 3 months from last date of submission of the Tender document drawn in favour of The Director, Food & Civil Supplies & Consumer Affairs, Lower Lachauviere, Shillong and payable at Shillong from any Nationalized Bank must be submitted along with the proposal.
- b) Proposals not accompanied by EMD shall be rejected as non-responsive.
- c) No interest shall be payable by the Authority for the sum deposit as earnest money deposit.
- d) No bank guarantee will be accepted in lieu of the earnest money deposit.
- e) The firms/agencies registered under MSME are exempted for submission of EMD subject to submission of proper documentary evidence.


 Director,
 Food, Civil Supplies and Consumer Affairs
 Meghalaya, Shillong

- f) The EMD of the unsuccessful applicants would be returned back within one month of signing of the contract.

1.5 The EMD shall be forfeited to the Authority in the following events:

- a) If proposal is withdrawn during the validity period or any extension agreed by the applicant thereof.
- b) If the Applicant tries to influence the evaluation process.
- c) Any other as decided by the authority.

1.6 The Non-refundable cost of Quotation document shall be in the form of crossed Demand Draft /Cheque in favour of the Director, Food & Civil Supplies & Consumer Affairs, Meghalaya, Shillong issued from any Nationalized Bank.

Director

Food, Civil Supplies & Consumer Affairs,

Lower Lachauviere, Shillong -793001


Director,
Food, Civil Supplies and Consumer Affairs
Meghalaya, Shillong

SECTION II: REQUEST FOR PROPOSAL TERMINOLOGY

Throughout this document, the following definitions apply:

- a) "Applicant" means a party that submits, or intends to submit, a Proposal;
- b) "Work Order" means the written order resulting from this RFP issued by the Authority;
- c) "The Authority" means the Director of FCS&CA, Meghalaya;
- d) "Must", or "mandatory" means a requirement that must be met in order for a Proposal to receive consideration;
- e) "Proposal" means a proposal submitted in response to this RFP;
- f) "RFP" means this Request for Proposal; and
- g) "Should" or "desirable" means a requirement having a significant degree of importance to the objectives of RFP.

SECTION III: PURPOSE / INTENT FOR RFP

The purpose/intent for Request for Proposal (RFP) is to appoint an Agency(s) for Conceptualizing, Planning, Execution & Monitoring of communication plan for Outdoor, Print, social media and Public Engagement and for dissemination of IEC (Information, Education and Communication) Materials to all 12 Districts in the state of Meghalaya for the FCS&CA, Government of Meghalaya for a period of 6 (six) months.

SECTION IV: EXECUTIVE SUMMARY

Background

The Department of Food, Civil Supplies and Consumer Affairs discharges the important responsibilities of Public Distribution, enforcement of market discipline and promotion of consumer awareness and protection of their interest. The Department started functioning from the inception of the State of Meghalaya i.e. in 1971-72.

The primary function of the Civil Supplies and Consumer Affairs Department is to run the Public Distribution System efficiently and ensure availability of Foodgrains to everyone and to ensure that it is at price affordable for even the poorest in the State. The Department is also

entrusted with the responsibility of ensuring availability of Essential Commodities in the Market at reasonable price and prevention of hoarding, black-marketing and artificial price hike. Since most of the Foodgrains in the State come from outside the State, the PDS is totally dependent on the Foodgrains supplied by the Govt. of India through FCI.

The Food Civil Supplies and Consumer Affairs Department has the following divisions that operate to achieve its objectives: -

1. Targeted Public Distribution System (T.P.D.S.)
2. National Food Security Act
 - a. Antyodaya Anna Yojna (A.A.Y.)
 - b. Priority Households under National Food Security Act 2013
 - c. One Nation One Ration Card (ONORC)
3. Supply of Rice to S.T./S.C. Hostels at B.P.L. prices
4. Annapurna
5. Price Monitoring
6. Consumer Affairs

It also provides numerous Citizen Services as below: -

- a) How to apply for Ration Card
- b) How to raise a Consumer Complaint
- c) Know your Epos Transaction
- d) How to use the Electronic - Public Distribution System (ePDS)
- e) And many more

From the IEC campaign and communication plan for outdoor, print, social media and public engagement, the Department wishes to realize maximum input with maximum participation from the citizens. The Department also aspires to see a more transparent and public focused system that will be of sustainable service to the people as a result of this initiative. The

Department will seek to see results by generally measuring public willingness and collaborative effort by various stakeholders representing the public.

Through this campaign, the Department wishes to make the public in the state aware about initiatives and schemes of the Government so that consumers can take advantage. Communication and public information is key in order for the Department to run the Public Distribution effectively and efficiently.

The IEC campaign should use Awareness Drives and campaigns in Print, Social Media and other media on spreading awareness of the schemes and initiatives of the FSC&CA, Meghalaya and various ways to disseminate important messages related to the same. The Campaign should be dedicated to also look at building confidence and trust with the Department.

Social Media (SM) and physical media plays an important role for this purpose. Especially, in this age of digitalisation, Social Media plays a vital role in the field of awareness. Various Social Media platforms like Facebook, Twitter, Instagram, YouTube, LinkedIn etc. are the basis through which maximum reach of people and engagement of people can be achieved. In this campaign, it is intended to use very catchy creative ideas and materials in order to convey the right message to the people (from young people to elderly) of Meghalaya.

However, managing these Outdoor, Print, Social Media and Public Engagement platforms is an important task for maximum awareness and for this, FSC&CA Meghalaya, needs a proper plan and system through which a wide awareness campaign can be created. Therefore, FSC&CA, Meghalaya intends to engage an Agency for the following work as per the Scope of work of the RFP for Planning, Executing & Monitoring comprehensive Outdoor, Print, Social Media Platform and Public Engagement in Meghalaya.

SECTION V: AGENCY RESPONSIBILITIES

1. The agency will have to provide along with the proposal full details of the key persons and their responsibilities in the assignment having experience in similar projects whether in the state of Meghalaya or in any other State in India.
2. The agency should provide professional, objective, and impartial advice and at all times hold the Government's interests paramount, strictly avoid conflicts with other

Sx-90

assignments or their own corporate interests and act without any consideration for future work.

3. The agency participating should adhere to the highest ethical standards, both during the selection process and throughout the execution of a contract.

SECTION VI: OBJECTIVES

Key objectives that need to be addressed through IEC have been identified as:

1. Designing and preparation of a comprehensive outreach and communication strategy.
2. Execute a comprehensive media plan for Outdoor, Print, Social Media and Public Engagement for widespread public awareness.
3. Conduct outreach activities all over Meghalaya, highlighting the various objectives and initiatives of the State Government with regards to FCS&CA.
4. The campaign should help in fostering confidence and build trust among the public together with widespread public awareness.
5. Inform and engage the public on the schemes and initiatives of the Department.
6. The campaign should try to forge strategic alliances with community-based organizations and their leaders.
7. The IEC materials should have a universal appeal so that it can be used at different platforms.
8. The campaign messages should develop overall IEC strategy and action plan - in the form of messages and means of delivery for different stakeholders (meetings, ward level consultations, workshops/seminars, individual/collective meetings, presentations to institutions, mass media, other publicity materials - display hoardings, pamphlets, flyers etc) and sequence of events.
9. Content strategy relevant to the objectives of the campaign for both online and offline platforms.

The above assignment is to be covered during the entire project contract. However, in-case of the findings, certain components can also be added if necessary or needed with no additional cost to the authority.

SECTION VII: SCOPE OF WORK

7.1 Scope

An indicative scope of work is mentioned below, and it should be deliverable by the selected agency in its entirety, however, the list is not exhaustive and the additional task may be given as per the direction of the Director, Food & Civil Supplies & Consumer Affairs, and is on a case to case basis.

The obligations of the agency/firm under this contract shall include the following service activities and commitments:

1. Management of content (audio, video, text, etc.) on all existing Social Media platforms including Facebook, Instagram, Twitter and YouTube.
2. Creation of contents related to blogs, pages, discussion forums, competitions, knowledge bank in various platforms including the official website of FCS&CA, Meghalaya.
3. Creation of content for outdoor media, print media and any other media engagement.
4. Execution of content created for outdoor media, print media and any other media such as pamphlets, brochures, posters etc.
5. Wide social media management with specific strategy: Social media optimization, online reputation management and social media marketing.
6. Maintain the public engagement with the target audience and establish and strengthen the online community or followers of FCS&CA, Meghalaya with the use of physical and digital media.
7. Maintain the offline public engagement with the target audience in all the districts in the state in order to drive community support and participation.
8. Updating on alerts, official orders, IEC materials and notifications from time to time
9. Create maximum awareness in various platforms of media.
10. Use new-age technologies including Artificial Intelligence (AI) and Machine Learning (ML) to monitor public sentiment on various social media platforms using dynamic data and insights, understand how people in different geographies interact through Geodemographic profiling, Identify what's working and what's not in each geography and use this data to improve overall messaging and campaigns in a new/old locations for improving the overall messaging of the Department.

11. Use technology to identify performance to simplify the nuances of the campaign by geo-targeting the population to find the right strategies and aggressive ground level movement that would best suit the state.
12. Manage all the creative as per norms of FCS&CA, Meghalaya and as per requirement for infographics and illustrations.
13. Event reporting along with photography and videos in Social Media platforms.
14. Target audience-oriented awareness campaigns
15. Content development in the form of creative, illustrations, blogs etc.
16. Proper response management.
17. Detailed analysis of campaigns and monitoring.
18. The Agency will be required to provide the Methodology for the services to be provided under this contract as per the following format:

Activities	Parameters	Frequency

7.2 Deliverables

The deliverables include:

1. List of key personnel with educational qualifications recruited and trained for Conceptualizing, Planning, Executing & Monitoring of communication plan for various Outdoor, Print, Social Media platforms and public engagement.
2. Detailed analysis of campaigns and monitoring.
3. Content strategy for the campaign along with approaches, audience, verticals, modes of engagement
4. Ground gap analysis from time to time to evaluate the effectiveness of the strategies and campaigns being implemented together with associated activities to address the gaps.
5. Submission of draft plan for executing the work. The plan should have recommendations on improving the initiatives of awareness
6. Sample messaging and content should be submitted to the Department.
7. Submission of final plan and to obtain approval from the authority

7.3 Confidential Clause

All documents, information, statistics and data collected by the implementing agency in the discharge of obligations under the agreement shall remain confidential.

SECTION VIII: EARNEST MONEY DEPOSIT AND PERFORMANCE GUARANTEE

1. The Earnest Money shall be mandatory for all applicants. Earnest Money Deposit shall be forfeited if:

- a) The proposal is withdrawn before finalization of evaluation within the validity period.
- b) The applicant tries to influence the evaluation process in any manner.
- c) No interest shall be payable by the Authority for the sum deposited as Earnest Money Deposit.

2. Performance Guarantee:

The selected Agency shall be required to furnish a Performance Bank Guarantee 4 months from date of expiry of Contract, As per Annexure -K of 5% of contract value only in the form of an unconditional and irrevocable bank guarantee from a nationalized bank in India in favour of The Director, FCS&CA, payable at Shillong which shall be retained till the end of the contract.

The Performance Guarantee must be submitted after award of contract but before signing of contract. The successful applicant's Performance Guarantee would be returned only after successful completion of tasks assigned to the Agency within the time frame and after adjusting/recovering any dues recoverable/payable from/by the Agency on any account under the contract.

3. Forfeiture of Performance Guarantee

The Performance Guarantee shall be forfeited by the Authority if:

- a) The proposal is withdrawn during the validity period or any extension agreed by the Agency thereof.
- b) The proposal is varied or modified in a manner not acceptable to the Authority after award of contract during the validity period or any extension thereof.
- c) In case of breach of contract terms and conditions by the agency

SECTION IX: GENERAL CONDITIONS

The authority has the right to cancel the Tender at any time without giving any reasons.

9.1 Amendment to RFP document:

At any time prior to the deadline for submission of the Proposal, the Authority may, for any reason, whether at its own initiative or in response to clarifications requested by an applicant, modify the RFP document by the issuance of Addendum/Amendment/Corrigendum and posting it on the official website. In order to afford the Applicants a reasonable time for taking an amendment into account, or for any other reason, the Office may, in its sole discretion, extend the last date of submission.

9.2 Duration of the Assignment:

The duration of the assignment will be for a period of **6 months** from the date of agreement between the Purchaser and successful bidder/agency.

9.3 Project Support:

The Authority will provide available necessary information, data, reports, and other documents required for accomplishing the objective of the assignment.

9.4 Reporting:

The Authority will review and monitor the progress of the assignment regularly and suggestions for improvement to the Agency will be given by the authority as and when required and the same is to be incorporated in the program with no additional cost.

9.5 Submission, Receipt and Opening of Proposals:

- a) The Proposals should be submitted duly sealed and addressed to the Director, FCS&CA and deposited in a tender box or sent by courier/speed/registered post on or before 4:00 P.M of the due date.
- b) Any Proposal received after the due date for submission of Proposals shall be rejected.
- c) The original proposal, both technical and financial proposals shall contain no interlineations or overwriting, except as necessary to correct errors made by the Applicants themselves. The person who signed the proposal must initial such correction.

Submission letters for both Technical and Financial proposals should respectively be in the format of TECHNICAL and FINANCIAL.

9.6 The first Envelope Technical proposal and shall be marked in bold letters as "TECHNICAL BID":

The Technical envelope should include the following besides others:

- a) Technical format covering letter Annexure - A
- b) Bank Draft/Demand Draft towards E.M.D.
- c) Confirmation regarding furnishing Performance Security in case of award of contract.
- d) Affix stamp of Rs. 25 on Original RFP document duly stamped and signed in each page.
- e) Power of attorney in favour of signatory to RFP documents and signatory to Authorization letter.
- f) Copy of the certificate of registration of GST with the appropriate authority.
- g) Trading License from KHADC/JHADC/GHADC
- h) A declaration from the bidder to the effect that the firm has neither been declared as defaulter or black-listed by any competent authority of a government department under Government of India or Government of any State or any organization.

9.7 Eligibility Criteria:

- a) The Bidder shall have a minimum two years of experience in carrying out similar or relevant IEC activities or assignment / service with the Government of Meghalaya or any public institution. In support of this, a statement regarding assignments of similar nature successfully completed during the last two years should be submitted as per proforma in Annexure - C'. Users' certificates regarding satisfactory completion of assignments should also be submitted. The assignment of Government Departments / Semi Government Departments should be specifically brought out. (The decision of the Purchaser as to whether the assignment is similar or not and whether the bidders possess adequate experience or not, shall be final and binding on the bidders).
- b) The Bidder should have experience working in relevant IEC activities in any two (2) Departments of the Government of Meghalaya directly and should have a collective value of minimum Rs. 30 lakhs or above.

- c) Declaration or affidavit with Rs.100/- stamp paper, that the Bidders are not presently blacklisted by the Purchaser or by any State Government or its organizations by Government of India or its organizations.
- d) In the last 2 years, the bidder should have managed experience in relevant IEC activities in any State for at least two (2) projects in Non-Government activities.
- e) The bidders should have achieved a minimum turnover of Rs.25 lakh per annum in last two financial years (FY 2019-20 & 2020-21) duly supported by audited accounts statement. Relaxation will be given for organizations registered under MSME & Start-up's with overall management experience of >30 years in the same project.
- f) Company/Firm should have a Permanent Account Number (PAN), GST registrations (copies to be enclosed). IT returns copies for the last two year (FY 2019-20 & 2020-21) to be submitted.
- g) Self-attested copy of a Cancelled Cheque of the Firm clearly indicating Bank Name, Branch, Account Number, IFSC.
- h) The Agency should also have abilities and competencies to conduct Geodemographic profiling using data points available with the Government.
- i) The Agency must have executed similar comprehensive assignments during the period of last 2 years on designing and production of Creative, Digital Marketing/ Social Media campaign, PR services, Creation of social media contents related to pages, discussion forums, competitions, knowledge bank, Public engagement in various platforms and other media for any project with the Government Departments.
- j) The bidder must have executed at least 1 (one) similar assignment with a single Work Order Value of minimum Rs. 10 Lakhs (Rupees Twenty Lakh) in the last 2 years.
- k) Prior experience in working on awareness campaigns in Khasi, Jaintia and Garo is desirable.

9.8 Operational Criteria:

- a) The bidder must have been engaged in IEC related works with more than two Departments, Government of Meghalaya in the last 2 years.
- b) The bidder must have Social Media Experience with more than three Departments, Government of Meghalaya in the last 2 years.
- c) The bidder should have been Involved in public communications that are target related with at least two departments and at least one of those targets have met or has exceeded expectations.
- d) The team members of the agency should have experience in Social Work and Development Initiatives or organizations for at least 5 years.
- e) The team members of the agency should have at least two team members who have/has international experiences with at least two international organizations with not less than 10 years.
- f) The team members of the agency should have experience working at the Ministry or National Commissions level, attached to either Central Government or National governance systems.
- g) The team members of the agency should have experience working with national private non-governmental organizations/ Foundations/ Trusts in mobilizing mass social actions in Meghalaya and/ or Northeast India.
- h) The team members of the agency should have experience working with hyper-local media to mobilize public participation in Meghalaya.
- i) The team members of the agency should have working experiences and good shared relations with hyper-local/ community-based organizations/ ground zero entities that are into core public engagement activities and community-related works.
- j) The agency or its members should have worked with all FM Stations present in Shillong including AIR (Prasar Bharti).

k) The agency or its members should have worked in all four major languages of Meghalaya including Khasi, Garo, Pnar and English.

l) At least two of the lead team members of the team should possess command over at least two of the local or official language including speaking, reading and writing.

9.9 Financial Bid:

a) The second envelope shall contain the financial proposal and shall be marked in bold letters as "FINANCIAL BID". Prices shall be inclusive of all taxes. duties, price quoted should cover all expenses and quoted in the proforma enclosed at "Annexure- E" as per scope of work / service to be rendered.

b) An authorized representative of the Applicants shall bear his/her initial all pages of the original Technical & Financial proposals along with official seal. The authorization shall be in the form of a written power of attorney accompanying the proposal or on any other form demonstrating that the representative has been duly authorized to sign. The signed Technical and Financial proposals shall be marked 'ORIGINAL'.

c) The original and all copies of the technical proposal including EMD, non-refundable court fee stamps of Rs. 10, documents shall be placed in a sealed envelope clearly marked 'TECHNICAL PROPOSAL'. Similarly, the original financial proposal in prescribed formats shall be placed in a sealed envelope clearly marked 'FINANCIAL PROPOSAL' followed by the name of the Assignment/ Job. The envelopes containing the Technical proposals, financial proposals and EMD shall be placed into an outer envelope and sealed. All envelopes (two inner and one outer) must bear the full address of the agency at the left hand bottom corner of the envelope. The envelope shall bear the submission address, RFP reference number be clearly marked.

d) The Authority shall not be responsible for misplacement, losing or premature opening if the outer envelope is not sealed and/ or marked as stipulated. These circumstances may be the case for proposal rejection. If the Financial proposal is not submitted in a separate sealed envelope duly marked as indicated above, this will constitute grounds for declaring the proposal non- responsive.

e) The proposals must be sent to the address indicated above and received by the authority later than the time and the date indicated in the above, or any extension to this date. Any

proposal received by the Authority after the deadline for submission shall be returned unopened.

- f) The Proposal with conditions other than those specified in the RFP document is liable to be summarily rejected. No modification by the applicant in any of the conditions will be permitted after the proposal is opened.
- g) The firm should confirm in the technical bid that he/she has quoted composite cost of all activities and performing the activities as highlighted under scope of work.
- h) No escalation in the rates on any accounts will be permitted during the Rate Contract period.
- i) The firm shall be responsible for in-complete work/not matching as per Rate Contract or as per scope of work and responsible for rectification within stipulated time and failure to which the compensation will be recovered as decided by FCS&CA, Meghalaya.
- j) No increase in the cost will be considered for any reason, unless there are major changes in the scope of work.
- k) FCS&CA, Meghalaya does not bind itself to accept the lowest or any tender and reserves the right to reject all or any bid or cancel the tender without assigning any reason whatsoever. FCS&CA, Meghalaya also reserves the right to re-issue the tender without the vendors having the right to object to re-issue.
- l) All legal disputes will be subjected to Meghalaya jurisdiction.
- m) All the operational cost within the declared scope of work including the cost of deployment of the personnel will be borne by the Agency.

SECTION X : PROPOSAL OPENING

The Authority shall open the proposals in the presence of applicants or their authorized representative who wish to be present at the time of opening of proposals on the due date.

SECTION XI : AWARD OF CONTRACT

The Authority shall issue Letter of Intent to the applicant whose offer has been found technically and financially responsive. The applicant shall within 10 days of issue of Letter of Intent, give his Letter of Acceptance along with Performance Guarantee.

SECTION XII : SIGNING OF AGREEMENT

Signing of Agreement shall constitute award of hiring contract on the successful applicant. Upon the successful applicant furnishing the Performance Guarantee, the Authority shall release its Earnest Money Deposit.

SECTION XIII : ANNULMENT OF AWARD

Failure of the successful applicant to comply with the requirement under Scope of Work constitutes sufficient ground for the annulment of the award and forfeiture of the Performance Guarantee in which event the Authority may make the award to any other applicant at the discretion of the Authority or call for new proposals.

SECTION XIV : PERIOD OF VALIDITY OF PROPOSALS

The proposals shall remain valid for a minimum period of 1 (one) year from the award of contract. However, the validity of the proposal is subject to time-lines of the Project that may alter the contract period. The selected Agency will be called for a discussion about changes to be made if any. An applicant accepting the request of the Authority for an extension to the period of proposal validity will not be permitted to modify his proposal.

SECTION XV : APPLICATION

Submission of proposal against this offer shall bind the applicant for the acceptance of all the conditions specified herein unless otherwise agreed by the Authority.

SECTION XVI : FORCE MAJEURE

If any time, during the continuance of this contract, the performance in whole or in part by either party of any obligation under this contract is prevented or delayed by reason of any war, or hostility, acts of the public enemy, civil commotion, sabotage, fires, floods, explosions, epidemics, quarantine restrictions, strikes, act of God (hereinafter referred to as events), provided notice of happenings of any such eventuality is given by either party to the other within 21 days from the date of occurrence thereof, neither party shall be bound by reason of such event



SL-101

be entitled to terminate this contract nor shall either party have any claim for damages against the other in respect of such on performance or delay in performance under the contract and the performance shall be resumed as soon as practicable after such an event may come to an end or cease to exist, and the decision of the Authority as to whether the supplies have been so resumed or not shall be final and conclusive, provided further that if the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such event for a period exceeding 30 days either party may, at his option, terminate the contract.

SECTION XVII : ARBITRATION

In the event of any question, dispute or difference arising under the agreement or in connection therewith (except as to matter the decision to which is specifically provided under this agreement), the same shall be referred to the sole arbitrator appointed by The Director, Food & Civil Supplies & Consumer Affairs, Meghalaya.

The arbitrator may from time to time with the consent of both the parties enlarge the time frame for making and publishing the award. Subject to aforesaid Arbitration and Conciliation Act, 1996 and the rules made there under, any modification thereof for the time being in force shall be deemed to apply to the arbitration proceeding under this clause. The venue of the arbitration proceeding shall be the Food, Civil Supplies and Consumer Affairs, Meghalaya office.

SECTION XVIII : PAYMENT TO SELECTED AGENCY

1. The selected Agency should submit a bill for payment for the work as detailed in the RFP and contract agreement thereof. The payment shall be made on completion of the entire work specified in the work order as per timeline upon satisfaction of the Authority or bill certified by the designated officer of the purchaser and after receiving funds from the government under head of account and ceiling.
2. The bidder will raise its invoice on completion of services/work duly accompanied by evidence of services provided viz. report submitted etc. The payment will be subject to TDS as per Income Tax Rules and other statutory deductions as per applicable laws and production of GST challan by the successful tenderer as applicable.

SECTION XIX : PENALTY CLAUSE

1. Any delay from the time schedule stipulated by the Authority at the time of signing of contract agreement or delay to rectify any errors for the items of work listed under 'Scope of Stork' or in any other part of the RFP would invite a penalty from the amount due to the Agency for that work as per penalty clause mentioned at para 2 below. Repeated undue delays may attract cancellation of the Contract and blacklisting of the selected Agency by the Authority.

2. Unless the penalty is waived by the The Director, Food & Civil Supplies & Consumer Affairs, Meghalaya, the successful Tenderer shall have to pay the penalty. In case the agency fail to deliver the work assigned or any consignment thereof, within the period prescribed for such delivery/work, the Purchaser shall be entitled at his/ her option, to the following:

Delayed Penalty & Liquidity Damage:

Up to 7 Days from Delivery/Work Due Date	0.50% from the total Work Order value
From 8th day to 15 Days	0.75% from the total Work Order value
From 16th day to 22nd Days	1.0% from the total Work Order value
From 23rd day to 30th Days	5.00% from the total Work Order value
Above 30 Days	10.00% from the total Work Order value

SECTION XX : TERMINATION OF ENGAGEMENT/CONTRACT

Authority may terminate the Contract of the Agency in case of occurrence of any of the events specified below:

1. If the Agency becomes insolvent or goes into compulsory liquidation.
2. If the Agency, in the judgment of Authority, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
3. If the Agency submits a false statement which has a material effect on the rights, obligations or interests.
4. If the Agency places itself in a position of conflict of interest or fails to disclose promptly any conflict of interest.
5. If the Agency breaches the Terms and Conditions of the contract.

SECTION XXI : SPECIAL CONDITIONS OF CONTRACT-I

1. In case the date fixed for opening of proposals is subsequently declared as holiday by the Government, the revised schedule will be notified. However, in absence of such notification, the proposals will be opened on the next working day with the time unaltered.

2. Authority reserves the right to disqualify such applicants who have a record of not meeting contractual obligations against earlier contracts entered into with The Director, Food & Civil Supplies & Consumer Affairs, Meghalaya.
3. Authority reserves the right to blacklist an applicant for a suitable period in case he fails to honour his proposal without sufficient ground.
4. The engagement and payment of wages to the personnel is the sole responsibility of the applicant and any breach of such laws or regulations shall be deemed to be breach of this contract.
5. Authority reserves the right to counter offer price against price quoted by the applicant as per the bench-marked price.

SECTION XXII : SPECIAL CONDITIONS OF CONTRACT-II

1. This RFP is illustrative in nature and all narrations are intended to be used by the applicant as a preliminary background explanation. This RFP does not necessarily contain all relevant information and the Authority reserves the right to amend its requirements or information contained in this document at any time during the RFP process.
2. The Authority offers no warranties in regard to the information contained in this RFP and shall not be liable for any loss or damage as relates to this RFP for any applicant, potential applicant or any other third party arising as a result of reliance on this RFP information or any subsequent communication.
3. The Authority decides to select an applicant for the services, at that time a detailed Work Order will be issued to the applicant selected. This Work Order will not be made available until the selection of a successful applicant.
4. Neither the RFP document nor any other related document shall constitute a contract or agreement with Authority.
5. The Authority reserves the right to disqualify any applicant who provides information which later proves to be incorrect, or which does not supply the information required by this RFP.
6. The Authority will not be liable for any costs of any applicant participating in this RFP.
7. The submission of a response to this RFP by any applicant or potential applicant confirms the applicant or potential applicant's acceptance of all terms and conditions of this RFP.
8. Respondents to this RFP or their agents may not make any contact with any party employed or directly associated with the Authority as relates to this RFP.



9. Considering the urgency of work, The Director, Food & Civil Supplies & Consumer Affairs will be at liberty to close the bidding process at any time before the bidding closure date.
10. Proposals must remain open for acceptance for a minimum of 180 days.
11. Any query/ requests for clarifications on the RFP by the Applicant should be sent via email (only)
12. Since this is work undertaken on an urgent basis, Pre-bidding on queries/requests for clarification can be sought on e-mail addressed to fcsc-meg@nic.in 15 days prior Tender submission date.
13. **Amendment of RFP Document:** At any time prior to the deadline for submission of the RFP, FCS&CA Meghalaya may for any reason, modify the RFP document. The amendment document shall be notified through the website of the Food & Civil Supplies & Consumer Affairs, Meghalaya and such amendments shall be binding on all the bidders.
14. **Disqualification:** The Director, Food & Civil Supplies & Consumer Affairs, Meghalaya may at its sole discretion and at any time during the evaluation of RFP, disqualify any applicant, at the applicant:
 - a) Misleading or false representations in the forms, statements and attachments submitted in proof of the eligible requirements.
 - b) Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures etc. in any or the projects in the preceding three years.
 - c) Submitted a proposal that is not accompanied by required documentation or is non- responsive
 - d) Failed to provide clarification related thereto, when sought.
 - e) Was declared ineligible/blacklisted by the State/UT/Central Government. Tried to influence the evaluation process either directly or indirectly.
15. **Area of Work:** The engaged agency will cater to the specific needs for all the districts of Meghalaya.
16. **Termination:** If in the view of The Director, Food & Civil Supplies & Consumer Affairs, Meghalaya, the performance of an agency is not satisfactory, then FCS&CA

Meghalaya may at sole discretion, terminate the engagement, for that particular project as well as terminate the agency's engagement with FCS&CA Meghalaya and in doing so, shall intimate the agency in written with the termination letter. The decision of FCS&CA Meghalaya in this matter shall be final and binding.

17. Payment Terms:

- a) Payment will be released by the Director, FCS&CA Meghalaya
- b) Payment will be made on successful completion of work as per Agreement along with Terms and Conditions.

ANNEXURE - A: TECHNICAL FORMAT FOR COVERING LETTER (ON RESPONDENT'S LETTERHEAD)

To,

The Director

Food, Civil Supplies & Consumer Affairs

Lower Lachauimiere,

Shillong, Meghalaya-793001

Dear Sir,

Sub: Selection of Authorized and Experienced Agency for Conceptualizing, Planning, Execution & Monitoring of communication plan for Outdoor, Print, Social Media and Public Engagement and for dissemination of IEC (Information, Education and Communication) Materials to all 12 Districts for a period of 6 months.

We have read and understood the Request for Proposal (RFP) along with Draft Contract Agreement (Annexure -M) in respect of the captioned Assignment provided to us by the Director of Food, Civil Supplies and Consumer Affairs, Meghalaya. We hereby agree and undertake as under: Notwithstanding any qualifications or conditions, whether implied or otherwise, contained in our Proposal we hereby represent and confirm that our Proposal is qualified and unconditional in all respects and we agree to the terms of the proposed Agreement, a draft of which also forms a part of the RFP provided to us.

Please find enclosed herein along with the Proposal, the Demand Draft bearing number for Rs. 70,000/- (Rupees seventy thousand only) drawn in favour of the 'Director, Food, Civil Supplies & Consumer Affairs, Meghalaya' payable at Shillong towards the 'Earnest Money Deposit', dated this _____ June/July of 2022.

We understand you are not bound to accept any proposal you receive.

Dated this: [date / month / year]

Authorized Signatory (in full and initials):

Name and title of signatory:

Name of Firm:

Address:

Organization's seal:


Director,
Food, Civil Supplies and Consumer Affairs
Meghalaya, Shillong

ANNEXURE - B : UNDERTAKING

1. I/We undertake that I/We have carefully studied all the terms and conditions and understood the parameters of the proposed work of the Authority and shall abide by them.
2. I/We further undertake that the information given in the RFP are true and correct in all respects and I/We hold the responsibility for the same.
3. I/We confirm that our Agency/Organization is not blacklisted in any manner whatsoever by the Central Government or any regulator/statutory body under Government of India.
4. It is hereby confirmed that Mr./Ms..... is/are entitled to act on behalf of our Agency and empowered to sign this document as well as such other documents, which may be required in this connection.
5. It is also undertaken that we have in-house capability to take-up the assignment.

Dated this : [date / month / year]

Authorized Signatory (in full and initials):

Name and title of signatory:

Name of Firm:

Address:

Organization's seal:


Director,
Food, Civil Supplies and Consumer Affairs
Meghalaya, Shillong

ANNEXURE - C : ASSIGNMENT OF SIMILAR NATURE SUCCESSFULLY COMPLETED DURING LAST TWO YEARS

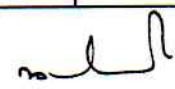
1. Attach users' certificates regarding satisfactory completion of assignments.

Note: Attach extra sheet for above Performa if required.

Name:

Signature:

Sl.No	Assignment Contract No & date	Description of work/service s provided	Contract price of assignment (two work orders of minimum value 10 lakh each)	Date of commencement	Date of completion	Was assignment satisfactorily completed (Completion certificate to be enclosed)	Address of organization with Phone No. where assignment done


Director,
Food, Civil Supplies and Consumer Affairs
Meghalaya, Shillong

ANNEXURE - D: FINANCIAL FORMAT FOR FINANCIAL PROPOSAL

(On the letter head of the bidder)

To,
The Director
Food, Civil Supplies & Consumer Affairs
Lower Lachauviere,
Shillong, Meghalaya-793001

Dear Sir,

Sub: Selection of Authorized and Experienced Agency for Conceptualizing, Planning, Execution & Monitoring of communication plan for Outdoor, Print, Social Media and Public Engagement and for dissemination of IEC (Information, Education and Communication) Materials to all 12 Districts for a period of 6 months.

We are pleased to quote our price bid. We have reviewed all the terms and conditions of the 'Request for Proposal' and confirm that we would abide by all the terms and conditions. We hereby declare that there shall be no deviations from the stated terms in the RFP.

The Financial Proposal rates are enclosed herewith as above shall cover all expenses incurred by us in fulfilling our commitments as per Scope of Works.

We further certify that we shall follow the Scope of Services, without any deviations, enumerated in this RFP, if the Assignment is awarded to us.

Dated this: [date / month / year]

Authorized Signatory (in full and initials):

Name and title of signatory:

Name of Firm:

Address:

Organization's seal:



Director,
Food, Civil Supplies and Consumer Affairs
Meghalaya, Shillong

ANNEXURE - E : FINANCIAL BID

(To be submitted by all tenderers / bidders in their letter head)

Name of the Tenderer:.....

Name of Work	Volume of Work	Basic cost (INR) 'A'	Tax amount 'B'	Total amount/Month (A+B)	In words
For Conceptualizing, Planning, Execution & Monitoring of communication plan for Outdoor, Print, favour, Social Media and Public Engagement for FCS&CA, Meghalaya	As per Table- A	(to quote as per the total amount per month at Table-A) (For instruction only, remove the text when rate is			

Table-A

Projected Volume of Work/Month

Particulars	Medium	Incremental followers / month	Amount (INR) for total volume (activity wise)
Social Media Handle	Facebook	5000	
	Instagram	1000	
	Twitter	1000	
	YouTube	1000	
Content Development	Medium	Quantity / month	
	Videos - Animated	3	


 Director,
 Food, Civil Supplies and Consumer Affairs
 Meghalaya, Shillong

	Videos - Real	1	
	JPEG - Poster	3	
	JPEG - Hoarding	3	
	Infographics	4	
Other Media	Pamphlets		
	Brochure		
	Posters		
Offline Public Engagement			
Total Amount for the whole activity per month			

1. The financial quotes should cover the entire cost.
2. The price shall be firm and inclusive of all taxes presently in force.
3. The bidder quoted the lowest rate shall be taken as the successful bidder and award the contract.
4. The Payment will be made on the actual volume of work done per activity in a month (i.e. Rate per unit X volume of work done) and on submission of physical report for the work done.

Signature.....

Name.....


 Director,
 Food, Civil Supplies and Consumer Affairs
 Meghalaya, Shillong

ANNEXURE - F : FINANCIAL STRENGTH OF THE FIRM

Sl. No.	Financial Strength	Turnover (in INR Lakh)
1.	FY 2019-20	
2.	FY 2020-21	
3.	FY 2021-22	
Total		
Average for the last 2 years		

(To be supported with Audited Financial Statements)


Director,
Food, Civil Supplies and Consumer Affairs
Meghalaya, Shillong

ANNEXURE - G: IEC ACTIVITIES CONDUCTED IN MEGHALAYA/OTHER STATES

i) Past Experience

Sl. No.	Name of the IEC activity conducted	Department/Organization with address	Year

(* furnish details in the table below, use separate tables for each project)

Sl. No.	Item	Details
1.	General Information Client Name Address	
2.	Campaign Details Name of the campaign Start Date/End Date Current Status (work in progress, completed etc.)	
3.	No. of locations	
4.	Brief description of scope of work	
5.	Size of the project Order Value of the project (in lakh)	

SK-114^c

ii) Office locations

Sl. No.	City	Address


Director,
Food, Civil Supplies and Consumer Affairs
Meghalaya, Shillong

SK-115

ANNEXURE - H : STAFF FOR IN-HOUSE PRODUCTION AND TECHNICAL SUPPORT TEAM

Sl. No	Name of the Expert/Staff	Higher Education Qualification (specify the degree)	Year of passing	Board/University

ANNEXURE - I : PROJECT OF MIN. 20 LAKH BUDGET EXECUTED

Sl. No.	Name of the IEC Project/Department	Cost of the project (Rs in Lakh)	Duration	Completion status with completion certificate

ANNEXURE - J : STATE LEVEL IEC EVENTS CONDUCTED

Sl. No	Name of the State level IEC event conducted and Department	Cost of event (Rs in Lakh)	Duration/date	Completion status with completion certificate

Note: Please provide documentary evidence from the client i.e. copy of work order, contract for each of above mentioned assignments. The experience shall not be considered for evaluation if such requisite support documents are not provided with the proposal.

[Signature]
Director,
Food, Civil Supplies and Consumer Affairs
Meghalaya, Shillong

ANNEXURE - K : PROFORMA FOR BANK GUARANTEE

To

The Director

Food, Civil Supplies & Consumer Affairs

Lower Lachumiere,

Shillong, Meghalaya-793001

WHEREAS.....(Name and address of the Survey Agency) (Hereinafter called "Implementing Agency" has undertaken, in pursuance of contract No..... dated (Herein after "the contract") to provide services for Planning, Execution & Monitoring of communication plan for Outdoor, Print, Social Media and Public Engagement for a period of ____ month/year under FCS&CA, Meghalaya.

AND WHEREAS it has been stipulated by you in the said contract that the service provider shall furnish you with a bank guarantee by a scheduled commercial bank recognized by you for the sum specified therein as security for compliance with its obligations in accordance with the contract;

AND WHEREAS we have agreed to give such a bank guarantee on behalf of the implementing agency;

NOW THEREFORE we hereby affirm that we are guarantors and responsible to you, on behalf of the implementing agency, up to a total of..... (Amount of the guarantee in words and figures), and we undertake to pay you, upon your first written demand declaring the implementing agency to be in default under the contract and without cavil or argument, any sum or sums within the limits of (amount of guarantee) as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the service provider before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the contract to be performed there under or of any of the contract documents which may be made between you and the implementing agency shall in any way release us from any liability under this guarantee and we hereby waive notice of any such change, addition or modification.

This guarantee shall be valid up to 18 (eighteen) months from the date of signing of contract i.e. up to. (Indicate date)

(Signature with date of the authorized officer of the Bank):

Name and designation of the officer:

Seal, name & address of the Bank and address of the Branch:


Director,
Food, Civil Supplies and Consumer Affairs
Meghalaya, Shillong

ANNEXURE - L : DECLARATION BY BIDDER

I / We agree that we shall keep our price valid for a period of minimum one year from the date of approval. I / We will abide by all the terms & conditions set forth in the tender documents No. /

I / We do hereby declare I / We have not been de-recognized / black listed by any State Govt. / Union Territory / Government of India / Government Organization / Govt. Health Institutions.

Signature of the bidder:

Date :

Name & Address of the Firm:

Affidavit before Executive Magistrate / Notary Public in Rs.100.00 stamp paper.


Director,
Food, Civil Supplies and Consumer Affairs
Meghalaya, Shillong

ANNEXURE - M : DRAFT CONTRACT FORMAT

CONTRACT FORM FOR SELECTION OF AUTHORISED AND EXPERIENCED AGENCY FOR CONCEPTUALIZING, PLANNING, EXECUTION & MONITORING OF COMMUNICATION PLAN FOR OUTDOOR, PRINT, SOCIAL MEDIA AND PUBLIC ENGAGEMENT UNDER FCS&CA, MEGHALAYA

To,

The Director

Food, Civil Supplies & Consumer Affairs

Lower Lachumiere, Shillong, Meghalaya-793001

Contract No. dated

This is in continuation to this office's Notification for Award of contract No dated.

Name & address of the implementing Agency.....

Reference: (i) Request For Proposal No Datedand subsequent Amendment No , dated (if any), issued by the Tender Inviting Authority (ii) Selected Agency Tender No Datedand subsequent communication(s) NoDated (if any), exchanged between the Selected Agency and the Authority in connection with this tender.

THIS AGREEMENT made the Day of.....2022 between (name of tender inviting authority) (hereinafter called the Procurer) of one part and (name of survey agency) (Hereinafter called the Selected Agency) of the other part:

WHEREAS the Procurer is desirous that certain services/work should be provided by the Selected Agency, viz, (brief description of services) and the Procurer has accepted a tender submitted by the Selected Agency for the Services/Work for the sum/Rupees per unit listed below (Contract price in words and figures) (Hereinafter called the Contract Price):

1.

2.

3.


Director,
Food, Civil Supplies and Consumer Affairs
Meghalaya, Shillong

NOW THIS AGREEMENT WITNESSETH AS FOLLOWS:

1. The following documents shall be deemed to form part of and be read and constructed as integral part of this Agreement, viz.:
 - a) Terms and Conditions;
 - b) Location and Description of Services/Items;
 - c) Job Description/Scope of work;
 - d) Purchaser's Notification of Award.
 - e) Any other Terms and Conditions as cited in the RFP document.
2. In consideration of the payments to be made by the Procurer the Selected Agency hereby covenants to provide the services/work for the specified items in conformity in all respects with the provisions of the Contract.
3. The Procurer hereby covenants to pay the Selected Agency in consideration of the services/work, the Contract Price or such other sum as may become payable under the provisions of the Contract at the times and in the manner prescribed in the Contract.
4. The bank guarantee is valid till [(fill the date)] for an amount of Rs. [(fill amount)] equivalent to 5% (minimum) of the cost of the contract value] shall be furnished in the prescribed format given in the RFP document within a period of 15 (fifteen) days of issue of Notice for Award of Contract failing which the EMD shall be forfeited.
5. Payment terms: The payment of services/work will be made against the bills raised to the Procurer by the Selected Agency after satisfactory completion of said work/services, duly certified by the designated official. The payment will be made in Indian Rupees.
6. Paying authority: (name of the Procurer i.e. Office, Authority)

Signature
 Received and accepted this contract
 Shri.....
 Designation.....
 For and on behalf of.....

Signature
 Director, FCS&CA or and on behalf of
 Government of Meghalaya, Shillong

Witness: Signature

.....

Witness: Signature

.....

Date:

Place:


 Director,
 Food, Civil Supplies and Consumer Affairs
 Meghalaya, Shillong

1. Approach and Methodology including plan of executing plan, quality, timeline etc.

** Please attach a separate sheet for work plan if space is not enough*

2. Comments Schedule and Suggestions on the Scope of Work and Implementation (To be furnish by the implementing agency in case of any suggestion)

** Please attach a separate sheet for work plan if space is not enough*

Dated: Shillong the ____/June/2022

ANNEXURE - N : REQUEST FOR PROPOSAL

The Director of Food, Civil Supplies & Consumer Affairs, Government of Meghalaya is inviting Tender from the interested or the authorized and experienced firms for appointment of agency(s) for Planning, Execution & Monitoring of communication plan for Outdoor, Print, social media and Public Engagement for FCS&CA, Meghalaya for a period of 6 months under FCS&CA, Meghalaya. The details of scope of work, Terms and conditions, etc. can be downloaded from <https://megfcsca.gov.in/>

Floating of Request For Proposal (RFP) Document: 08th June 2022 to 30th June 2022

Last date for submission of RFP Document: 1st July 2022 up to 04:00 pm

Any changes or any further notifications in respect to the above Request For Proposal (RFP) Document shall be made available only at the above mentioned website. Hence respective bidders are advised to visit the website regularly for the above purpose.

For any query Contact: 0364 -222 4108/ fcsca-meg@nic.in



Director,
FCS&CA, Meghalaya, Shillong

ANNEXURE - O : PRESENTATION

Subsequent to the opening of the technical proposal of the RFP, the responsive bidders will be called for a presentation of the technical proposal. The structure given below should be followed. All information provided should be the same as provided in the RFP.

STRUCTURE OF THE PRESENTATION

1. About Agency – 5 slides

Provide here a brief description of the background and organization of your firm/entity and each associate for this Assignment/Job. The brief description should include ownership details, date and place of incorporation of the firm, organization structure in terms of departments/cells for various communication activities (e.g. Research Wing for CNA, evaluation etc. capacity for overseeing implementation of activities like media roll outs, designing creative, organizing events, audio visual, outdoor, designing/printing etc.; separate units for development/rural/social communications), branch offices etc. Profile and credentials of key staff engaged in communication & creative development.

2. Agency Experience

Using the format below, provide information on each Assignment/Job – 3 slides per Job

Using the format below, provide information on each Assignment/Job for which your firm is carrying/carried out Assignment/Job similar to the ones requested under this Assignment/Job:

- a) Name of Employer :
- b) Total No of staff and months of the Assignment/Job:
- c) Approx. value of the contract (in Rupees) :
- d) Start date (month/year): Completion date (month/year)
- e) Villages covered (state-wise)
- f) Description of actual Assignment/Job provided by your staff within the Assignment/Job:

3. Description of Approach, Methodology and creative content and Work Plan – 15 slides