



GOVERNMENT OF MEGHALAYA
DIRECTORATE OF FOOD CIVIL SUPPLIES AND CONSUMER AFFAIRS
HORSESHOE BUILDING, LOWER LACHUMIERE, SHILLONG-793001

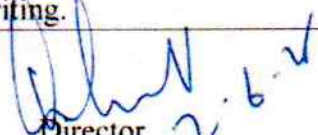
NOTICE INVITING TENDER

Dated: 02nd June 2025

NO.DSCA/TMD/28/2024/93: The Director, Food Civil Supplies & Consumer Affairs, Government of Meghalaya, invites Tender from Authorized and Experienced Agencies "Design and Execution of Uniform Branding for Fair Price Shops (FPS) in Meghalaya". Interested firms may submit their quotation to the office of the undersigned on all working days from 02-06-2025 to 20-06-2025. Detailed tender may be downloaded from the website <http://megfcsca.gov.in>

1. PARTICULARS OF THE TENDER:

Sl.	Activity	Details
1.	Date of release of Tender Document	Date: 02/05/2025
2.	Tender fee and EMD	Tender fee: Rs.25,000/- EMD: Rs.1,00,000/-
3.	Last Date of Bid Submission	20 th June 2025, Time: 3:00 P.M.
4.	Date & Time of opening of Technical Bid	Will be notified later
5.	Date & Time of Financial Bid opening	After Technical Evaluation date shall be intimated
6.	Date & Time for Submission of Queries (By email at pmu.fcs-meg@gov.in & fcsca-meg@nic.in)	6 th June 2025
7.	Last date for requesting clarification	Up to 3:00 pm, 6 th June 2025 All communications regarding points / queries requiring clarifications shall be given in writing.


 Director
 Food Civil Supplies & Consumer Affairs
 Meghalaya, Shillong

MEMO NO.DSCA/TMD/28/2024/93

Dated Shillong, the 2nd June 2025

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). Bills in triplicate may be sent to the undersigned for necessary payment).
2. The Under Secretary to the Government of Meghalaya, Department Food Civil Supplies & Consumer Affairs, Meghalaya, Shillong for information and with reference to letter NO.SUP.11/2024/56 Dated 29/05/2025
3. Shri. H. Synrem, Senior Technical Director, NIC, Meghalaya, Shillong – 793001 with a request to upload the detailed Notice Inviting Tender (enclosed) in the Department website.
4. Office Notice Board.


 Director
 Food Civil Supplies & Consumer Affairs
 Meghalaya, Shillong

Tender
From
Authorized and Experienced Agency for Appointment of Agency(s)
For
Design & Execution of Uniform Branding
For
Fair Price Shops (FPS)
In Meghalaya

June 2025
Government of Meghalaya

Directorate of Food Civil Supplies & Consumer Affairs
Address: Lower Lachauviere (Horse Shoe Building, Ground Floor)
Meghalaya, Shillong - 793001
Phone: 0364-2224108
Website: www.megfcsca.gov.in
E-Mail: fcsca-meg@nic.in



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

DISCLAIMER

The information contained in this Tender (hereinafter referred to as "Tender") 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 Tender document and all other terms and conditions subject to which such information is provided.

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

FCS&CA, its 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 Tender document. FCS&CA may, in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this Tender document.



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

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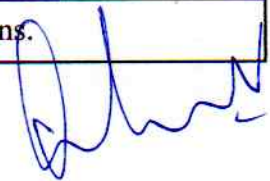
SECTION - I: INTRODUCTION

1.1 Letter of Invitation

- a) Office of the Director of Food Civil Supplies & Consumer Affairs, Lower Lachau miere (Horse Shoe Building, Ground Floor), Shillong - 793001, invites Tender from Authorized and Experienced Agencies for Design & Execution of Uniform Branding of Fair Price Shops (FPS) in the state of Meghalaya for Food, Civil Supplies & Consumer Affairs, Meghalaya.
- b) More details on the services to be provided are under the Scope of Work in the Tender document.
- c) The Authority shall select an experienced Agency as per procedures contained in the Tender.
- d) The contract will be for a minimum of 6 (six) months from the date of signing the agreement and may be reduced or extended at the discretion of the Authority. The contract will be effective after the agreement is signed with the Authority.

1.2 Data Sheet

Sl. No.	Tender Timelines & Important Details
1.2.1	Date of issuing of Tender: 20/June/2025
1.2.2	Place for submission of Tender 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 Tender application (Both Technical and Financial): 20/June/2025 up to 3 PM
1.2.4	Date and time for opening of Tender document: To be informed at a later date
1.2.5	Place of opening of Tender: The Director, Food Civil Supplies & Consumer Affairs, Lower Lachau miere, (Horse-Shoe Building, Ground Floor), Shillong, Meghalaya – 793001
1.2.6	The method of selection is Combined Quality cum Cost Based Selection (QCBS) using 80:20 weightage for quality and cost, respectively.
1.2.7	Non-refundable cost of quotation will be 5,000/- (Rupees Five 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.	


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

1.3 Important Details

Interested tenderers may obtain further information about this requirement from the above office or download it from www.megfcsca.gov.in

The Tenderer may download the Tender documents (a complete set is available on the website) from the website www.megfcsca.gov.in . The tender paper will be rejected if the bidder changes any clause or Annexure of the bid document downloaded from the website.

1.4 Tender Fee and Earnest Money Deposit

The Applicant shall have to furnish a Tender fee of Rs. 25,000/- and Earnest Money Deposit of Rs. 1,00,000/— (Rupees One Lakh) only as follows:

- a) An EMD of Rs. 1,00,000/— (Rupees One Lakh) only in the form of a Demand Draft/Cheque with a minimum period of 3 months from the last date of submission of the Tender document drawn in favour of The Director, Food Civil Supplies & Consumer Affairs, Lower Lachau miere, Shillong, and payable at Shillong from any Nationalized Bank must be submitted along with the tender.
- b) Tender not accompanied by EMD shall be rejected as non-responsive.
- c) No interest shall be payable by the Authority for the sum deposited as earnest money deposit.
- d) No bank guarantee will be accepted in lieu of the earnest money deposit.
- e) The unsuccessful applicants' EMDs will be returned within one month of signing the contract.

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

If the tender is withdrawn during the validity period or any extension agreed upon by the applicant thereof

- a) If the Applicant tries to influence the evaluation process.
- b) Any other as decided by the authority.

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


Director
Food Civil Supplies & Consumer Affairs,
Lower Lachau miere, Shillong

SECTION II: TENDER TERMINOLOGY

2. 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 Tender 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) "Tender" means this Tender and
- f) "Should" or "desirable" means a requirement having a significant degree of importance to the objectives of the Tender.

SECTION III: PURPOSE/INTENT FOR TENDER

The purpose/intent of the Tender is to appoint an Agency(s) for the Design & Execution of Uniform Branding of Fair Price Shops (FPS) in all 12 Districts and 4 Sub-Divisions in the state of Meghalaya for the FCS&CA, Government of Meghalaya.

SECTION IV: EXECUTIVE SUMMARY

4.1 Background

The Directorate of Food Civil Supplies and Consumer Affairs discharges the important responsibilities of Public Distribution, enforcement of market discipline, promotion of consumer awareness, and protection of consumer interests. The Department started functioning from the inception of the State of Meghalaya.

The primary function of the Directorate of Food Civil Supplies and Consumer Affairs is to run the Public Distribution System efficiently, ensure the availability of food grains to everyone, and ensure that they are affordable for even the poorest in the state. The Directorate is also entrusted with ensuring the availability of Essential Commodities in the Market at reasonable prices and prevention of hoarding, black-marketing, and artificial price hikes. Since most of the Food grains in the State come from outside the State, the PDS is totally dependent on the Food grains 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



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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

By ensuring Uniform Branding of Fair Price Shops in the state of Meghalaya, the Department wishes to amplify its efforts to Enhance Beneficiary Experience and create visibility and trust in service delivery and the satisfaction of the consumers along with the following benefits:

- a) **Recognition and Trust:** Uniform branding of Fair Price Shops across Meghalaya can help in creating a recognizable and trusted network. This means that beneficiaries can easily identify these shops wherever they are located in the state. A consistent brand builds trust and assurance that the services and quality of goods will be similar across all locations.
- b) **Standardization of Services:** Uniform branding often comes with standardization of services and product offerings. This ensures that beneficiaries receive a consistent quality of goods and services regardless of which Fair Price Shop they visit. This consistency is crucial for beneficiary satisfaction and confidence in the system.
- c) **Enhanced Consumer Experience:** A uniform brand can lead to a more professional and organized shopping environment. This can enhance the overall consumer experience by making it more pleasant and efficient. An improved shopping environment can also contribute to the dignity and respect of the beneficiaries, which is often an overlooked aspect in subsidy and welfare programs.
- d) **Easier Information Dissemination:** With a uniform brand, it becomes easier for the government to disseminate information about new schemes, changes in prices, or the availability of products. Beneficiaries would know where to look for this information and how to interpret it, reducing confusion and misinformation.
- e) **Improved Monitoring and Accountability:** A uniform branding system can aid in better monitoring and accountability of Fair Price Shops. It would be easier to implement standardized processes and checks, ensuring compliance with norms and reducing instances of fraud or malpractice.
- f) **Boost in Public Confidence:** A well-managed and uniformly branded network of Fair Price Shops can increase public confidence in government-run welfare schemes. It demonstrates the government's commitment to efficiency, transparency, and beneficiary welfare.
- g) **Feedback and Improvement:** A uniform brand can streamline feedback mechanisms. Beneficiaries can provide feedback, knowing it applies to the entire network, leading to more systemic improvements and changes.



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However, designing and executing Uniforms and creating awareness about the existence and benefits of Fair-Price Shops requires a proper plan and expertise. Therefore, FSC&CA, Meghalaya, intends to engage an Agency for the following work as per the Scope of work of the Tender for Uniform Branding of Fair-Price Shops (FPS) in Meghalaya.

SECTION V: AGENCY RESPONSIBILITIES

- 5.1 The agency will have to provide 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, along with the proposal.
- 5.2 The agency should provide professional, objective, and impartial advice and always hold the Government's interest's paramount. It should strictly avoid conflicts with other assignments or its own corporate interests and act without any consideration for future work.
- 5.3 The participating agency should adhere to the highest ethical standards, both during the selection process and throughout the contract's execution.

SECTION VI: OBJECTIVES


6. Key objectives that need to be addressed through the Uniform Branding have been identified as:
 - 6.1 **Brand Identity Development:** Establish a consistent and recognizable brand identity for Fair Price Shops across Meghalaya. This includes the creation of a uniform logo, color scheme, and design elements that represent the ethos and mission of these shops.
 - 6.2 **Awareness Enhancement:** Increase public awareness about the existence, locations, and benefits of Fair Price Shops. This involves informing the community about the affordable pricing, quality of goods, and the range of products available.
 - 6.3 **Transparency and Trust Building:** Foster trust and transparency by communicating the fair practices and regulatory compliance of these shops. This includes information about pricing, quality control measures, and accountability mechanisms.
 - 6.4 **Cultural and Linguistic Relevance:** Ensure that the campaign is culturally sensitive and linguistically appropriate for the diverse population of Meghalaya. This could potentially involve translations into local languages and the use of culturally relevant imagery and themes.

The above assignment is to be covered during the entire project contract.

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 on a case-to-case basis.


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

1. **Shop Front Branding (Top):** Branding of each Fair Price Shop with UV printed flex (frontlit) (Star) (blockout) of size 6ft. x 3ft. and mounting.
 2. **Shop Front Painting:** Painting of each Fair Price Shop with department approved theme colour/design
 3. **Information Board:** Laminated Eco Solvent printing on Vinyl pasted on WPC board. Mounted with MS Chain/ pasted with silicone/ MS Clips on available space
 4. **White Board:** 1 No. of White Board for each Fair Price Shop comprising of 8mm MDF Board with Glossy lamination on one side with Printed / plotter cut vinyl pasted on it
 5. **First Aid Box:** 1 No. of First Aid Box for each Fair Price Shop consisting of (9"x6") Box with 1no. Dettol (125ml), 1 no. cotton packet (100gm), 10 nos. of Band Aid
 6. **Installation:** Installation of materials in each Fair Price Shop
 7. **Quality Control and Compliance:**
 - a. **Inspection Protocols:** Establishment of inspection protocols to ensure that the signage installation adhere to the set standards.
 - b. **Compliance Checks:** Regular checks to ensure ongoing compliance with the branding guidelines.
- 7.1.1 Documentation and Reporting:**
- a. **Project Documentation:** Detailed documentation of the project, including designs, implementation strategies, and timelines.
 - b. **Progress and Completion Reports:** Regular progress reports during implementation and a final report upon completion of the project.
- 7.1.2 Feedback and Evaluation:**
- a. **Feedback Mechanism:** Establishment of a system for collecting feedback from shopkeepers and beneficiaries on the new branding.
 - b. **Impact Assessment:** Evaluation of the project's impact on beneficiary experience, shop visibility, and public perception.
- 7.1.3 Maintenance Guidelines:**
- a. **Maintenance Manual:** A manual or guide for the ongoing maintenance of the signage to ensure longevity and sustained appearance.



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7.2 Deliverables

The deliverables shall include:

- a) **Shop Front Branding (Top):** Branding of each Fair Price Shop with UV printed flex (frontlit) (Star) (blockout) of size 6ft. x 3ft. and mounting.
- b) **Shop Front Painting:** Painting of each Fair Price Shop with department approved theme colour/design
- c) **Information Board:** Laminated Eco Solvent printing on Vinyl pasted on WPC board. Mounted with MS Chain/ pasted with silicone/ MS Clips on available space
- d) **White Board:** 1 No. of White Board for each Fair Price Shop comprising of 8mm MDF Board with Glossy lamination on one side with Printed / plotter cut vinyl pasted on it
- e) **First Aid Box:** 1 No. of First Aid Box for each Fair Price Shop consisting of (9"x6") Box with 1no. Dettol (125ml), 1 no. cotton packet (100gm), 10 nos. of Band Aid
- f) **Installation:** Installation of materials in each Fair Price Shop

7.2.1 Installation

Department may assist the bidder for storage of the materials during implementation.

7.2.2 Implementation and Installation Deliverables

Shop Branding Completion Reports: Documentation of the Branding work for each Fair Price Shop, including photographs and compliance with the design plan.

Signage Installation Reports: Confirmation of professional signage installation at each shop, with photographic evidence and adherence to placement guidelines.

7.2.3 Quality Control and Compliance Deliverables

Inspection Protocols Document: A set of inspection protocols designed to ensure quality and adherence to standards in signage installation.

Compliance Check Reports: Regular reports detailing compliance checks with the branding guidelines, including any corrective actions taken.

7.2.4 Documentation and Reporting Deliverables

Project Documentation File: A comprehensive collection of all project-related documents, including designs, implementation strategies, and timelines.

Progress and Completion Reports: Regular progress reports during the implementation phase and a detailed final report upon project completion.

7.2.5 Feedback and Evaluation Deliverables

Feedback Collection System Documentation: Description and evidence of the feedback mechanism established for collecting responses from shopkeepers and beneficiaries.

Impact Assessment Report: A comprehensive evaluation report assessing the impact of the project on beneficiary experience, shop visibility, and public perception.



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7.2.6 Maintenance Guidelines Deliverables

Maintenance Manual: A detailed guide or manual for the ongoing maintenance of the signage, ensuring their durability and appearance.

7.3 Confidentiality 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 (EMD) AND PERFORMANCE GUARANTEE

8.1 EMD

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

- a. The tender is withdrawn before the 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.


8.2 Performance Guarantee:

The selected Agency shall be required to furnish a Performance Bank Guarantee 2% of contract value as per Annexure –K. The PBG should be issued by a Scheduled Commercial /Nationalized Bank in India, in favour of Director, FCS&CA payable at Shillong after signing the agreement and before issuing the work order.

The PBG shall be denominated in the currency of the contract and will be for an amount as mentioned above. All charges with respect to the PBG shall be borne by the bidder. The PBG shall be remaining valid for a period of 1 year from the date of signing of contract. The Performance Guarantee must be submitted after the contract is awarded but before the contract is signed.

The PBG will be discharged / returned by the Department upon being satisfied that there has been due performance of the obligations of the bidder under the contract. However, no interest shall be payable on the performance bank guarantee.

In the event of the bidder being unable to service the contract for whatever reason, the Department would invoke the PBG. The Department shall notify the bidder in writing of the exercise of its right to receive such compensation within 14 days, indicating the contractual obligation(s) for which the bidder is in default.



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8.3 Forfeiture of Performance Guarantee:

The Performance Guarantee shall be forfeited by the Authority if:

- a) The tender is withdrawn during the validity period or any extension agreed by the Agency thereof.
- b) The tender 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 Tender 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 Tender document by issuing an 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 month 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 of Undertaking:

As part of the Tender submission, the Bidder shall mandatorily submit a duly signed Undertaking as per the format provided in Annexure – B of this document. This Undertaking shall serve as a binding declaration confirming that:

- a) The Bidder has fully read, understood, and agrees to abide by all terms and conditions set forth in the Tender.
- b) All information provided in the tender is accurate and truthful, and the Bidder assumes full responsibility for its veracity.



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- c) The Bidder is not blacklisted or debarred by the Central Government or any statutory authority under the Government of India.
- d) The signatory is duly authorized to represent the Bidder and to execute documents on its behalf.
- e) The Bidder possesses the in-house capability to undertake the assignment.
- f) Failure to submit the Undertaking in the specified format, or any misrepresentation therein, may lead to disqualification of the Bidder at any stage of the selection process.

9.6 Submission, Receipt and Opening of Tender:

- a) The tender 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 _____ hrs. of due date.
- b) Any Proposal received after the due date for submission of Proposals shall be rejected.
- c) The original tender, 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 tender must initial such correction. Submission letters for both Technical and Financial proposals should respectively be in the format of **TECHNICAL** and **FINANCIAL**. The two envelopes shall be put together and sealed in an outer envelope.
- d) The envelope containing the Technical and Financial documents must be superscribed as "**Design & Execution of Uniform Branding for Fair Price Shops (FPS)**". If the envelope is not superscribed then there are chances of misplacement, therefore it is advised that the envelope be superscribed as above and deposited in the box kept for the purpose at the address given.
- e) FCSCA takes no responsibility for documents received in torn, opened or mutilated conditions. Such documents may not be accepted at all and are liable for rejection.
- f) Envelopes, which are not super scribed and which are not addressed properly, may not be considered.
- g) At the opening of technical bids, all participating bidders are required to give a presentation on the approach, design, plan etc. in accordance with the job/assignment.

9.7 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) Tender fee
- c) Demand Draft towards E.M.D.
- d) Confirmation regarding furnishing Performance Security in case of award of contract.

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- e) Power of attorney in favour of signatory to Tender documents and signatory to Authorization letter.
- f) Copy of the certificate of registration of GST with the appropriate authority.
- g) 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.

9.8 Eligibility Criteria:

- a) The Bidder shall have a minimum fifteen (15) years of experience in carrying out similar or relevant Design, Branding & Publicity activities or assignment/ service with the Government of Meghalaya or in any other State in Northeast India or any public institution. In support of this, a statement of similar nature assignments successfully completed should be submitted as per proforma in Annexure- C'. The assignment of Government Departments/ Semi Government Departments/ PSUs 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 Branding, Signage, Wall Painting, Graphic Design & Printing activities in any two (2) Departments of the Government of Meghalaya or any other state in India and should have a collective value of minimum Rs. 2 Crores (Rupees Two Crores) or above during last seven (7) years.
- c) The bidder must have executed at least 1 (one) assignment during the period of last seven (7) years on designing and production of Creative/ PR services with the Government Departments/ PSUs with a single Work Order Value of minimum Rs. 1 Crore (Rupees One Crore).
- d) The Bidder should have executed at least 1 (one) Publicity activities in any Departments of the Government of Meghalaya or any other state in India or any PSUs in India and should have a value of minimum Rs. 50 lakh (Rupees Fifty Lakhs) or above during last seven (7) years.
- e) Declaration that the Bidders are not presently blacklisted by the Purchaser or by any State Government or its organizations by the Government of India or its organizations.
- f) The bidders should have achieved a minimum turnover of Rs. 8 Crores (Rupees Eight Crores) per annum in last five (5) financial years (FY 2019-2020, 2020-2021, 2021-2022 & 2022-2023, 2023-24) duly supported by audited accounts statement.
- g) Company/Firm should have a Permanent Account Number (PAN), GST registrations (copies to be enclosed). IT returns copies for the last five (5) financial years (FY 2019-2020, 2020-2021, 2021-2022, 2022-2023 and 2023-2024) to be submitted.



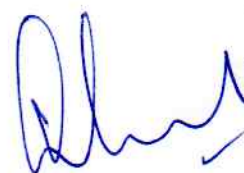
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- h) Self-attested copy of a Cancelled Cheque of the Firm clearly indicating Bank Name, Branch, Account Number, IFSC.
- i) The Agency should also have abilities and competencies to conduct Geo-demographic profiling using data points available with the Government.

9.9 Evaluation Matrix

The technical bid will be analyzed and evaluated on the parameters shown in the table below and the marks shall be assigned to each bid on the basis of following evaluation matrix: -

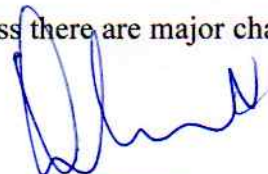
Sl. No.	Evaluation Criteria	Maximum Marks Allotted
1	Number of years of operation (i) 15-20 years: 10 marks (ii) More than 20 years: 20 marks (Copy of Incorporation certificate to enclosed)	20
2	Experience working in relevant Branding, Signage, Wall Painting, Graphic Design & Printing activities in any two (2) Departments of the Government of Meghalaya or any other state in India during last seven (7) years with a collective value of Rs. 2 Crore to 3 Crore. – 10 Marks More than 3 Crore – 20 Marks (Enclose Work Order)	20
3	Single assignments during last seven (7) years on designing and production of Creative/ PR services for any project with any Government Departments/ PSUs with a collective value of Rs. 1 Crore to 2 Crore – 5 marks More than 2 Crore – 10 marks (Enclose Work Order)	10
4	Presentation: A presentation about the agency and the approach the agency will take to execute the project from design to implementation. The presentation should include concepts and design ideas for the Fair Price Shop branding, and overviews of the implementation plan and information & communication campaign.	50
	Total:	100



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9.10 Financial Bid:

- a) The second envelope shall contain the financial bid 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 tender or on any other form demonstrating that the representative has been duly authorized to sign.
- c) The technical proposal including Tender fee, EMD, shall be placed in a sealed envelope clearly marked **'TECHNICAL PROPOSAL'**. Similarly, the 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, Tender fee 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; Tender 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 tender 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 tender 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 tender received by the Authority after the deadline for submission shall be returned unopened.
- f) The tender with conditions other than those specified in the Tender document is liable to be summarily rejected. No modification by the applicant in any of the conditions will be permitted after the tender 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.



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- 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: TENDER OPENING

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

10.1 Evaluation Process:

All bids will be evaluated through Quality and Cost Based Selection (QCBS) procedure as per the following criteria:

1. FCS&CA, Meghalaya shall open the Key Technical submissions of all tender and evaluate for minimum eligibility criteria. Only those bids that are found to have met the minimum eligibility criteria will be further evaluated technically.
2. As part of the evaluation process, the tender shall be checked for responsiveness with the requirements of the Tender document and only the short-listed bidders would be invited to make a presentation to The Director, Food Civil Supplies & Consumer Affairs, Meghalaya, Shillong on their tenders.
3. The technical proposals of the bidders meeting the minimum eligibility criteria would then finally be evaluated as per the evaluation matrix provided. A bidder will have to score a minimum of 75 Technical Marks to qualify for Financial Bid Opening.
4. **Technical Bid Score:** Technical evaluation will be carried out prior to opening of the Financial Bid. Financial Bid of the technically qualified bidders (i.e. bidders scoring 75 and above technical marks) only shall be opened.
5. **Technical Mark (MT)** will be given on the basis of the evaluation of the Technical Bid and the presentation delivered by the eligible bidder as per the Technical Evaluation Scoring Criteria.
6. **Financial Bid Score:** For Financial evaluation of the Bids, Comparative Statement will be generated on the basis of the price quoted by different technically qualified Bidders in the Financial Bid shall in general be followed.

Note: For the purpose of evaluation of financial bids, the total price derived by summation of unit price of all the items in the Financial Bid shall be considered.



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The Lowest financial bid will be allotted a financial mark (FMIN). The financial marks (MF) of other Bidder (s) will be computed by measuring the respective financial bids against the lowest financial bid.

$$\text{MF} = \text{FMIN} / \text{FBIDDER} \times 100$$

7. **Combined Total Score:** The composite mark (MC) is a weighted average of the Technical and Financial Marks. The ratio of Technical and Financial mark is **80:20** respectively. The Composite Mark will be derived using the following formula:

$$\text{Composite Mark (MC)} = 0.8 \times \text{MT} + 0.2 \times \text{MF}$$

Thus, the composite mark shall be out of a maximum of 100 marks. The responsive Bidder(s) will be ranked in descending order according to the composite marks, which is calculated based on the above formula.

During the evaluation of Rate Schedules, where there is a discrepancy between unit rates in figures and in words, the rates in words will govern.

Here, **MC** = Composite/Total Marks secured/obtained by the Bidder in this Tender.
MT = Technical Marks secured/obtained by the Bidder in this Tender.
MF = Financial Marks secured/obtained by the Bidder in this Tender.
FMIN = Lowest (L1) Financial Bid among the technically qualified bidders.
FBIDDER = Financial Bid of the bidder under consideration.

SECTION XI: AWARD OF CONTRACT

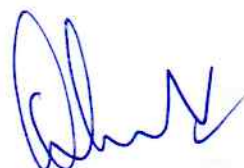
The Authority shall issue Letter of Intent to the applicant whose offer has been found technically and financially responsive. The applicant shall within 10 days of issue of Letter of Intent, submit the Performance Guarantee and contract Agreement (in Rs. 100 stamp paper 2 nos). The Selected agency has to submit the Letter of Acceptance along with.

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.



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SECTION XIV: PERIOD OF VALIDITY OF TENDER

The proposals shall remain valid for a minimum period of 1 (one) year from the award of contract. However, the validity of the tender 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 tender validity will not be permitted to modify his tender.

SECTION XV: APPLICATION

Submission of tender 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 by reason of such event 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.

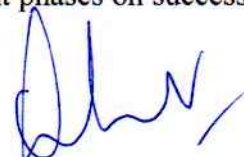
SECTION XVII: ARBITRATION

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. Payment will be released by the Director, FCS&CA Meghalaya
2. The selected Agency should submit bills for payment for the work as detailed in the Tender and contract agreement thereof. The payment shall be made in different phases on successful completion of work as per Agreement.



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3. 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.
4. 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 work' or in any other part of the Tender 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 Director, Food Civil Supplies & Consumer Affairs, Meghalaya, the successful Tenderer shall have to pay the penalty. In case the agency fails 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.

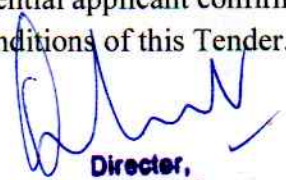
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SECTION XXI: SPECIAL CONDITIONS OF CONTRACT-I

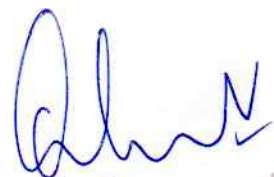
1. In case the date fixed for opening of proposals is subsequently declared as holiday by the Government, the revised schedule will be notified. However, in absence of such notification, the proposals will be opened on the next working day with the time and unaltered.
2. Authority reserves the right 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 tender 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.
6. The selected bidder will have to submit Geo-Tagged photographs of each fair price shop after completion of the branding as per format given by the department. It will help the route optimization exercise which is mandated by Govt. of India.

SECTION XXII: SPECIAL CONDITIONS OF CONTRACT-II

1. This Tender is illustrative in nature and all narrations are intended to be used by the applicant as a preliminary background explanation. This Tender 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 Tender process.
2. The Authority offers no warranties in regard to the information contained in this Tender and shall not be liable for any loss or damage as relates to this Tender for any applicant, potential applicant or any other third party arising as a result of reliance on this Tender 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 Tender 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 Tender.
6. The Authority will not be liable for any costs of any applicant participating in this Tender.
7. The submission of a response to this Tender by any applicant or potential applicant confirms the applicant or potential applicant's acceptance of all terms and conditions of this Tender.


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8. Respondents to this Tender or their agents may not make any contact with any party employed or directly associated with the Authority as relates to this Tender.
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/ request for clarifications on the Tender 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 (only) addressed to Director, Food Civil Supplies and Consumer Affairs, Govt. of Meghalaya within 5 (five) working days from the publication of the tender. All queries/requests shall close at 4 P.M. on the final day i.e., day 5 from the publication of the tender.
13. **Amendment of Tender Document:** At any time prior to the deadline for submission of the Tender, FCS&CA Meghalaya may for any reason, modify the Tender 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 Tender, 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 tender 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.



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Meghalaya, Shillong

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.



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

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

To,

The Director

Food Civil Supplies & Consumer Affairs

Lower Lachauviere,

Shillong, Meghalaya-793001

Sub: Selection of Authorized and Experienced Agency for Uniform Branding of Fair Price Shops (FPS) in all 12 Districts of Meghalaya for a period of 6 months.

Dear Sir,

We have read and understood the Request for Proposal (Tender) 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 Tender provided to us.

This Proposal is valid till _____ (At least 1 year from the Proposal Due Date). Please find enclosed herein with the Proposal, Tender Fee and EMD, the Demand Draft bearing number _____, for Rs 25,000/- and Rs. 1,00,000/- (Rupees One Lakh only) drawn in favour of the 'Director, Food, Civil Supplies & Consumer Affairs, Meghalaya' payable at Shillong towards the 'Earnest Money Deposit', dated this _____ day of. 2025.

We understand you are not bound to accept any tender 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.

I/We further undertake that the information given in the Tender are true and correct in all respects and I/We hold the responsibility for the same.

2. 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.
3. 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.
4. 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 /work orders regarding satisfactory completion and award of assignments.

Note: Attach extra sheet for above Performa if required.

Name:

Signature:

<i>Sl. No</i>	<i>Assignment Contract No & date</i>	<i>Description of work/services provided</i>	<i>Value of assignment</i>	<i>Date of commencement</i>	<i>Date of completion</i>	<i>Name and Address of organization where assignment done</i>



**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

Sub: Selection of Authorized and Experienced Agency for Uniform Branding of Fair Price Shops in all 12 Districts in Meghalaya for a period of 6 months.

Dear Sir,

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 Tender.

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 Tender, 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'	GST 'B'	Total amount/Month (A+B)	In words
Uniform Branding of Fair Price Shops in all 12 Districts in Meghalaya 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			



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

Table-A

Details of Items/Deliverables

Particulars	Description	UOM	Amount (INR)
Fair Price Shop Branding including various elements	<ul style="list-style-type: none"> • Shop Front Branding (Top): Branding of each Fair Price Shop with UV printed flex (frontlit) (Star) (blockout) of size 6ft. x 3ft. and mounting. • Shop Front Painting: Painting of each Fair Price Shop with department approved theme colour/design • Information Board: Laminated Eco Solvent printing on Vinyl pasted on WPC board. Mounted with MS Chain/ pasted with silicone/ MS Clips on available space • White Board: 1 No. of White Board for each Fair Price Shop comprising of 8mm MDF Board with Glossy lamination on one side with Printed/ plotter cut vinyl pasted on it • First Aid Box: 1 No. of First Aid Box for each Fair Price Shop consisting of (9"x6") Box with 1no. Dettol (125ml), 1 no. cotton packet (100gm), 10 nos. of Band Aid • Installation: Installation of materials in each Fair Price Shop 	Per Shop	

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 with the highest Combined Total Score as per the **Evaluation Process** mentioned in "SECTION X: PROPOSAL OPENING" shall be taken as the successful bidder and award the contract.
4. The Payment will be made as per "SECTION XVIII: PAYMENT TO SELECTED AGENCY".

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	
4.	FY 2022-23	
5.	FY 2023-24	
Total		
Average of the last 5 years		

(To be supported with Audited Financial Statements)




Director,
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ANNEXURE - G: BRANDING, SIGNAGE, WALL PAINTING, GRAPHIC DESIGN & PRINTING ACTIVITIES IN ANY TWO DEPARTMENTS IN GOVT. OF MEGHALAYA OR ANY OTHER STATES IN INDIA WITH COLLECTIVE VALUE OF MINIMUM RS. 2 CRORES IN THE LAST 7 YEARS

Sl. No.	Name of Project	Department/Organization with address	Year	Contract Value (Rs. In lakh)	Completion status

ANNEXURE - H: PUBLICITY, PROJECT OF MIN. 50 LAKH BUDGET EXECUTED IN THE LAST 7 YEARS

Sl. No.	Name of the Project	Department/Organization with address	Year	Contract Value (Rs. In lakh)	Completion status



**Director,
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ANNEXURE - I: COMPREHENSIVE ASSIGNMENTS - MINIMUM RS. 1 CRORE (RUPEES ONE CRORE) IN THE LAST SEVEN (7) YEARS.

Sl. No	Name of Assignment	Department/Organization with address	Year	Cost of the project (Rs. In lakh)	Completion status

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

Sl. No	Name of the expert/Staff	Higher Education Qualification	Year of passing	Board/University

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 tender.



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

ANNEXURE - K: PROFORMA FOR BANK GUARANTEE

To

**The Director
Food, Civil Supplies & Consumer Affairs
Lower Lachauviere,
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 Branding, Signage, Publicity, Graphic Design & Printing 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:



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

ANNEXURE - M: DRAFT CONTRACT FORMAT

CONTRACT FORM FOR SELECTION OF AUTHORISED AND EXPERIENCED AGENCY FOR DESIGN & EXECUTION OF UNIFORM BRANDING OF FAIR PRICE SHOPS (FPS) IN THE STATE OF MEGHALAYA FOR FOOD CIVIL SUPPLIES & CONSUMER AFFAIR, MEGHALAYA.

To,

The Director

Food Civil Supplies & Consumer Affairs

Lower Lachauchiere, Shillong, Meghalaya-793001

Contract No. dated

This continues 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.

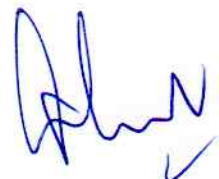
THIS AGREEMENT made the Day of.....2025 between (name of tender inviting authority) (hereinafter called the Procurer) of one part and (name of survey agency) (Hereinafter called the Selected Agency) of the other part:

WHEREAS the Procurer is desirous that certain services/work should be provided by the Selected Agency, viz, (a 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 Tender 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 Tender 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.....
Witness: Signature

.....
.....


Date:

Place:

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

Witness: Signature

.....
.....


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

ANNEXURE - N: PRESENTATION

Subsequent to the opening of the technical proposal of the Tender, 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 Tender.

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



Director,
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Meghalaya, Shillong

ANNEXURE - O:

(On Company's Letterhead)

BID SECURITY DECLARATION FORM

(To be signed and submitted/uploaded along with Technical bid documents)

Dated:

To

The Director

Food Civil Supplies and Consumer Affairs

Government of Meghalaya

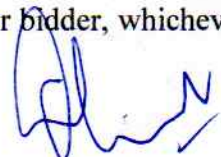
Sub: Tender No. Opening on

Ref: Our Tender No., dated for the supply of

Sir,

We, the undersigned, on behalf of and under the authority of M/s..... (hereinafter referred to as bidder), hereby undertake to declare:

1. That we, the bidders, understand that bids can be supported with a Bid Security Declaration in lieu of submitting an Earnest Money Deposit (EMD) specified in the above-referred tender and
2. That we, the bidder, understand that we shall be automatically suspended from being eligible for bidding in any contract with the Department of Food Civil Supplies and Consumer Affairs, Government of Meghalaya (hereinafter referred to as purchaser) for a period of 3 years/or for a period as decided by the competent authority, commencing from the closing date of bid submission, on breach, by the bidder, of any of the following obligation(s) under the bid conditions:-
 - i) On withdrawal from the tender or enhancement of the quoted price subsequent to the bid opening and/or during the bid validity period or of its extended period, if any.
 - ii) On failing to accept and /or execute the contract after being the successful bidder in accordance with the terms and conditions (including timelines for execution of the Agreement) of the said tender/work order issued thereof or on failure to furnish the Performance Security in accordance with the terms and conditions (including timelines for furnishing Performance Security) of the said Tender/Purchase Order issued thereof.
 - iii) On indulging in any act that would jeopardize or unnecessarily delay the process of bid evaluation/finalization/execution of the proposed contract in accordance with timelines as specified by the purchaser.
3. We, the bidders, understand that this declaration shall remain valid up to the Bid validity of the tender or should be executed automatically in case the bid validity is extended.
4. That we, the bidders, understand that this declaration shall expire on our not being a successful bidder and on notice of award of the said contract to another bidder, whichever is earlier.



Director,

Food, Civil Supplies and Consumer Affairs
Meghalaya, Shillong

Signature of the Authorized Signatory of the Company with Official Seal

Name: _____

Designation: _____

Place: _____

Date: _____



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