



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

NOTICE INVITING REQUEST FOR QUOTATION (RFQ)
(Dated 4th May, 2020)

NO.PMU.1/2020/Misc/Pt.I/16 : The Director, Food Civil Supplies and Consumer Affairs, Government of Meghalaya calls for a Request for Quotation (RFQ) from credible non-government Public Relations Firms (PRF) for the purpose of engaging their services in conceptualizing and disseminating IEC Materials to all 11 Districts in the state of Meghalaya. The detailed RFQ can be downloaded from the website <http://megfcsca.gov.in>. Complete application should be submitted w.e.f 18/05/2020 upto 28/05/2020 between 4:00 PM – 5:00 PM.

Sd/-

Director

Food Civil Supplies and Consumer Affairs
Meghalaya, Shillong.

Dated Shillong, the 4th May, 2020

MEMO NO.PMU.1/2020/Misc/Pt.I/16

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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 one National Paper (Telegraph). The Bills in triplicate may be sent to the undersigned for necessary payment.
2. The Under Secretary, Food Civil Supplies & Consumer Affairs, Meghalaya, Shillong with reference to Letter No.SUP.12/2020/44 Dated 31st March, 2020 (Copy of Detailed RFQ enclosed)
3. Smti. W. Rynjah, Senior Technical Director, NIC, Meghalaya, Shillong – 793001 with a request to upload the RFQ (enclosed) on the Department website.
4. Office Notice Board.

Director

Food Civil Supplies and Consumer Affairs
Meghalaya, Shillong.



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

NO.PMU.1/2020/Misc/Pt.I/15

Dated Shillong, the 4th May, 2020

REQUEST FOR QUOTATION (RFQ)

The Department of Food Civil Supplies and Consumer Affairs, Government of Meghalaya calls for a Request for Quotation (RFQ) from credible non-government Public Relations Firms (PRF) for the purpose of engaging their services in conceptualizing and disseminating IEC Materials to all 11 Districts in the state of Meghalaya. The Campaign will focus on key features and mandate of the Food Civil Supplies & Consumer Affairs, namely, Aims & Objectives, Redressal System, 1967, PDS etc of the Department of Food Civil Supplies & Consumer Affairs, Government of Meghalaya, in Meghalaya

From this public initiative, 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.

Important Dates:

Opening Date & Time for submission of Quotation : 18th May, 2020 (10:00AM)

Closing Date & Time for submission of Quotation : 28th May, 2020 (4:00 P.M)

Opening Date & Time of Quotation : 28th May, 2020 (5:00 P.M)

| SL. No | Particulars | Description /Remarks |
|--------|---|--|
| 1 | Name of the work | Conceptualizing and disseminating IEC Materials to all 11 Districts in the state of Meghalaya. The Campaign will focus on key features and mandate of the Food Civil Supplies & Consumer Affairs, namely, Aims & Objectives, Redressal System, 1967, PDS etc |
| 2 | Client / Owner | Food Civil Supplies and Consumer Affairs Department, Government of Meghalaya, Shillong |
| 3 | Time of Completion of work | 3 months from issue of LOA /Work Order |
| 4 | Non-refundable cost of Quotation document | ₹ 1,000/- (Rupees One Thousand only) |
| 5 | Earnest Deposit Money (EMD) | ₹ 10,000/- (Rupees Ten Thousand only) |

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

- **Earnest Money Deposit (EMD):**

- a. Earnest Money Deposit of amount as mentioned shall be in the form of crossed Demand Draft /Cheque in favour of the Director of Food Civil Supplies & Consumer Affairs, Meghalaya, Shillong issued from any Nationalized Bank.
- b. Earnest Money Deposit shall be valid for a minimum period of 90 (Ninety) days from the last day of submission of Quotation.
- c. The Earnest Money Deposit of unsuccessful bidders will be returned within 30 days on their request, after issuance of LOA to the successful firm.
- d. The Earnest Money Deposit of the successful bidder will be discharged after the bidder has furnished the required acceptable performance guarantee and has signed the contract Agreement whichever is later.
- e. No interest shall be paid by the department on the Earnest Money Deposit.

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

Public Relations Preferences:

1. The Public Relations Firms (PRF) should have a minimum two-year experience working with government organisations in similar projects and campaigns.
2. PRF should have its team members working for National Government organizations for at least 2 years
3. PRF should have capacities, expertise and experiences in producing short videos for government organisations.
4. PRF should have experiences working in public engagement exercises by the government in reaching out to all 11 districts and 46 Blocks
5. PRF need to have prior experiences in working with government organisations in producing pamphlets, posters, banners, standees and other public relations/ IEC materials
6. PRF need to show results on how a government engagement with them has resulted in tangible and measurable results
7. PRF should have had experiences in writing press briefings/ releases/ updates etc
8. PRF should have had experiences in conducting Press Conferences in the past
9. Preferences will be given to PFR which can show evidence of their works with the government in recent past
10. PRF should have had ample rapport with journalists/ media houses/ press club/ media leaders etc

Areas of activities/ programmes to be quoted:

1. Electronic Media
2. Print Media
3. Conventional Media including outdoor media, pamphlets, posters etc
4. Social Media
5. Audio Media

Quotation in sealed hardcopy papers to be submitted to:

Directorate of Food Civil Supplies & Consumer Affairs,
Lower Lachumiere (Horse Shoe Building, Ground Floor),
Meghalaya, Shillong - 793001

Last Date of Submission of Quotation : 28-05-2020 (4:00 PM)

Opening Date & Time of Quotation : 28-05-2020 (5:00 PM)



Director
Food Civil Supplies and Consumer Affairs
Meghalaya, Shillong.

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Meghalaya, Shillong