

**DIRECTORATE OF INFORMATION AND PUBLIC RELATIONS,  
GOVERNMENT OF MEGHALAYA**

No.DAA.2/2020-2021/205

Dated, Shillong the 12<sup>th</sup> October, 2021

**EXPRESSION OF INTEREST**

The Director, Directorate of Information & Public Relations (DIPR), Government of Meghalaya (India) invites sealed proposals for EOI for **Agencies for Merchandising for Meghalaya Day 2022** for DIPR.

**Details of Tender:**

The Authority invites bidders to submit their interest in

**Agencies for Merchandising for Meghalaya Day 2022** for DIPR. DIPR would shortlist agencies and request a technical and financial proposal for awarding the work.

Date of Issue of EOI	<b>12<sup>th</sup> October 2021</b>
Bid Submission Mode	Submission through physical mode/courier/post to:  <b>The Director,</b> Directorate of Information and Public Relations, Lower Lachumiere, Shillong-793001, Meghalaya
Last date & time for receipt of EOI	<b>Latest by 12.00 noon of 27<sup>th</sup> October 2021</b>
Date & time of opening of EOI	<b>27<sup>th</sup> October 2021 at 3.00 pm</b>
Date and time of making presentation (Only for the Shortlisted parties based on the EOI)	Date and time will be announced later to shortlisted parties.
Contact Details of DIPR	Tel. No: 0364-2224957 Email: diprmeg@gmail.com

**Sd/-  
Director of Information & Public Relations  
Meghalaya, Shillong**

## **1. BACKGROUND**

The state of Meghalaya was carved out of Assam as an autonomous state in April 1970 and was declared a full-fledged state on 21<sup>st</sup> January 1972. This momentous occasion is celebrated every year as the Statehood Day for the state and on 21<sup>st</sup> January 2022, Meghalaya will celebrate its 50<sup>th</sup> Statehood Day. In this context, Government of Meghalaya wishes to implement a Grand Event to commemorate the Golden Jubilee Celebration to mark Meghalaya's 50<sup>th</sup> Statehood Anniversary. The Honourable Prime Minister, Shri Narendra Modi will be the Chief Guest for the occasion.

The Directorate Information and Public Relations has been designated as the Nodal Agency for planning and organising the Jubilee Celebration of Meghalaya 50<sup>th</sup> Statehood Day on 21<sup>st</sup> January 2022.

The Event intends to commemorate the Journey of the State from 1972 to 2022 through a series of Events around the Theme of "Appreciating the Past, Celebrating the Present and Inspiring the Future".

The Main Day Event with the objective of Celebrating Meghalaya's Golden Jubilee through Events showcasing Meghalaya would include, among other things, Exhibitions of Local Products by Local Entrepreneurs, Indigenous Food, Cultural Programs, Seminars & Conferences, etc. Along with promotion of the event, DIPR is interested in engaging an agency to commemorate the Meghalaya Day 2022 through the use of Merchandise which would provide an aspirational value with the celebration of Meghalaya 50<sup>th</sup> Statehood Day.

The current EOI is related to Agencies who would manage the entire merchandise for Meghalaya Day 2022 in the form of non-traditional, attractive, and aspirational merchandise tailored for different audiences. Merchandise will also be used as rewards for contests etc.

## **2. VALIDITY OF OFFER**

The offer for EOI as per this document shall be valid for a period of three (3) months initially which may be extended further if required by DIPR.

## **3. VALIDITY OF EMPANELMENT**

Duration of the EOI is for 24 months from the date of appointment

## **4. TERMS OF REFERENCE**

The detailed terms of reference are enclosed at **Annexure-I**

## 5. QUALIFICATION CRITERIA:

Sl.No.	Criteria
1.	The Bidder shall be agencies/firm/ company/ partnership/ Limited Liability Partnership (LLP) /proprietorship/ Govt. undertaking registered under the Indian Companies Act, 1956/ Indian Partnership Act, 1932 (whichever is applicable) and who have their registered offices in Meghalaya. All subsidiary/ holding/associate/ affiliates in India shall be treated as one entity.
2.	The Bidder must have a registered office in Meghalaya.
3.	The Bidder must have experience in executing similar work of similar scale in the last 3 years.
4.	The Bidder should not have been blacklisted or Barred by any State Government, Central Government or any other Public Sector Undertaking or a Corporation or any other Autonomous organization of Central or State Government as on Bid submission date.

## 6. EVALUATION CRITERIA AND METHOD OF EVALUATION

- Screening of EOIs shall be carried out as per eligibility conditions mentioned in this document and based on verification of testimonials submitted.
- EOI will be evaluated for inter alia based on their past experience of handling similar type of project and financial strength of firm to the selection committee whose decision will be final.
- The bidding agency should have minimum Turnover of 4Cr in the last 3 year financial years ( 2018-2019.2019-2020.2020-2021)
- The bidding agency should submit GST return for the last 3 final years.( 2018-2019.2019-2020.2020-2021)
- Agencies from Meghalaya meeting the Evaluation criteria will be given preference.
- Bidding Agencies are mandated to submit trading license for non-tribal and tribal certificates for tribal.
- Agencies are mandated to submit list of machines that will be used for production of the merchandise mentioned in the list .
- Scoring for Short listing will be as below: -
  - i. Financial Strength of the Firm: 50%
  - ii. Past Experience of handling Similar type of Project: 50%
- Short listed agencies will be required to make a presentation to a selection committee showcasing their proposals with their concept plan, execution plan, marketing plan and estimated budget.
- Presentation will be evaluated as below: -
  - i. Concept & Execution Plan: 70%
  - ii. Proposed Marketing Plan: 30%

- DIPR will take up references and reserves the right to pay due heed to the Bidder's performance elsewhere.
- The Selected Agency will be issued Work Order based on an agreed upon Price Proposal.

## **7. INSTRUCTIONS TO BIDDERS**

The Expression of Interest is to be submitted in the manner prescribed below: -

The Bidder shall submit an envelope clearly labelled: "Empanelment of Agency for Merchandising for Meghalaya Day 2022 for DIPR, Government of Meghalaya and containing:

1. Bid Cover Letter – Format 1
2. Bid Technical Submission – Format 2
3. Bidder's Financial Strength – Format 3
4. Bidder's experience in similar projects – Format 4
5. Bidders cost proposal as per the list mentioned in the EOI – Format 5
6. All supporting documentations as specified in Format 2 of this document.

**Every printed page of the submitted bid shall bear the signature of the applicant, along with his stamp**

**Format 1 – Cover Letter**

[Date]

To,

**The Director,**  
Directorate Information and Public Relations,  
Lower Lachumiere, Shillong-793001,  
East Khasi Hills District, Meghalaya

Subject: EOI for Empanelment of Agency for Merchandising for Meghalaya Day 2022 for DIPR, Government of Meghalaya

Sir/Madam,

With reference to your EOI Document dated \_\_\_\_\_. We, having examined all relevant documents and understood their contents, hereby submit our Proposal for Empanelment of Agency for Merchandising for Meghalaya Day 2022 as required.

Our correspondence details with regard to this EOI are:

1. Name of the Contact Person
2. Address of the Contact Person
3. Name, designation and contact, address of the person to whom, all references shall be made, regarding this EOI
4. Mobile number of the Contact Person
5. Email ID of the Contact Person

We acknowledge that DIPR will be relying on the information provided in the Proposal and the documents accompanying the Proposal for this selection, and we certify that all information provided in the proposal and in the Appendices are true and correct, nothing has been omitted which renders such information misleading and all documents accompanying such Proposal are true copies of their respective originals.

We shall make available to DIPR any additional information it may deem necessary or require for supplementing or authenticating the Proposal.

We agree and undertake to abide by all the terms and conditions of the EOI Document.

Yours faithfully,

(On Behalf of Company Name)

(Signature, name and designation of the authorized signatory)

**Format 2 – Bid Technical Submission**

Sl. No.	Legal Name of the Agency	
1.	Registered Office Address	
2.	Agency is blacklisted by Government (Yes/ No)	Undertaking for the same to be provided
3.	Agency registered under which Act	
4.	Registration Number and Date of Registration	
5.	Total Working experience	
6.	Similar Experience in Events (Core competency) w.r.t Government Agencies/PSUs and Private organizations	_____ Years (Format 4 with Work Orders / Completion Certificates as Proof)
7.	Annual Turnover Certificate for three years	Format 3 with Turnover Certificate as Proof to be attached

**Format 3 – Financial Strength**

S. No	Financial Year	Whether profitable Yes/No	Annual Net profit (In Lakhs INR)	Overall annual turnover (In Lakhs INR)
1.	2018-2019			
2.	2019-2020			
3.	2020-2021			

**Format 4 – Experience in Similar Projects**

Sl. No.	Project Name and Client Name	Project Details	Contract Dates (Start Date – End Date)	Contract values (In Lakhs INR)

(Add more records if needed)

**Format – 5 List of items**

Sr.	Merchandise	Specification	Rate for Minimum 1000 pieces
<b>A</b>	<b>PROMOTIONAL MATERIAL</b>		
1	Pens		
2	Pencils		
3	Stickers		
4	Crystal/glassware		
5	Business card Holders		
6	Crest Pins		
7	Key Rings		
8	Badges		
9	Craft & Decorative items		
10	Organisers		
11	Armbands /wrist bands		
12	Caps		
13	T-shirts		
14	Jackets		
15	Hoodies		
16	Sweatshirts		
17	Desk Stand		
18	Desk top Items		
19	Paper Weight		
20	Spice Box		
21	Chocolate Box		
22	Pen Drive		

23	Power Bank		
24	Laptop Cover		
25	Laptop Skin		
26	Mobile Accessories		
27	Clocks		
28	Mugs		
29	Watches		
30	Fridge Magnets		
31	Coasters		
32	Bamboo Products		
33	Eco-friendly Products		
34	Electronic Items		
35	Coasters		
36	Trophies		
37	Moments		
35	Drink ware		
36	Indigenous crafts and Handloom		
37	Travel Accessories		
38	Fragrances		
39	Beverage gift Box		
40	Car Accessories		
41	Photo frames		
42	Scented Candles		
<b>B</b>	<b>MARKETING MATERIAL</b>		
1	Business Cards		
2	Folders		
3	Notepads		
4	Envelopes		
5	Labels		
6	Roll-ups		
7	Banners		
8	Lanyards and extendable badge holders		
9	Brochures		
10	Leaflets		
11	Posters		
12	Calendars		

Note: Some items Maybe Generic . Agency Needs to Specify items when sharing costs.



## **Annexure 1 - Terms of Reference**

### **A. Scope of Work / Deliverables**

1. The Merchandising Agencies will use the authorised Meghalaya Day Logo 2022 provided by DIPR or/ and produce associated creatives linked to the Theme of Meghalaya Day 2022 – “Appreciating the Past, Celebrating the Present and Inspiring the Future” in consultation and with prior approval of DIPR.
2. Translation: All translations of written material used on or in connection with the promotional Products or Advertising Materials shall be accurate, and the Merchandising Agency, when submitting the Products and the Advertising Materials for approval, shall provide DIPR with English translations of all such written materials in a language other than English.
3. The Merchandising Agency will provide designs/concepts as per the list of promotional merchandise listed down in the EOI.
4. Any other unique items/ideas relevant to the theme which are not part of list ( in format) can be added to the mentioned list.

### **B. Terms & Conditions:**

1. The list of the main promotional products should have indicative specifications.
2. The Agencies must be able to provide all the core promotional items listed in Format 5. As this is a minimum requirement, the tenders failing to offer all the main promotional products will be rejected.
3. This framework contract covers graphic support, print, production and delivery of various promotional items and merchandise.
4. DIPR hereby grants to the Merchandising Agency, during the Term of this Contract, the non-exclusive and non-assignable right to use the Meghalaya Day 2022 Logo & associated creatives on or in connection with the Products in the agreed Territory, including in connection with the manufacture, sale, distribution, and marketing of the agreed Products in the Agreed Territory. It is understood and agreed that this agreement shall pertain only to the Selected Products and does not extend to any other product or service.

### Trademark Ownership

5. The Merchandising Agency acknowledges that DIPR is the owner of the Meghalaya Day 2022 Logo & associated creatives developed for the sole purpose of merchandising. All Creatives subsequently adopted and used by the Merchandising Agency under the provisions of this Contract shall be deemed to be Trademarks and owned by DIPR (except as otherwise expressly provided in writing by the Merchandising Agency). The Merchandising Agency acknowledges that DIPR is entitled to all of the rights in and to the Creatives, including the sole and exclusive right to register/ trademark the Creatives in the any Territory and elsewhere throughout the world, and the Merchandising Agency shall assist DIPR in so doing at DIPR’s expense.

## Quality Control

6. With respect to each different Product which the Merchandising Agency proposes to manufacture under this Contract, the Merchandising Agency shall submit to DIPR for its review and approval the following materials, in the order stated:
  - (i) A generic sample of the type of Product in question (that is, a sample of the kind of merchandise articles to which the Merchandising Agency proposes to add the Creatives in producing the Product, showing the general quality standard which will be met by the Product);
  - (ii) Finished art for the Products, showing the exact use of the Creatives on or in connection with each proposed Product;
  - (iii) A preproduction prototype sample of the Product, where appropriate, or a preproduction final sample of the Product, showing in either case the exact form, finish, and quality the Product will have when manufactured in production quantities; and
  - (iv) Six identical production samples of the Licensed Product, to be submitted immediately upon commencement of production.
7. With respect to each different item of Advertising Materials which the Merchandising Agency or any party acting on its behalf proposes to produce and use under this Contract, the Merchandising Agency shall submit to DIPR for its review and approval the following materials, in the order stated:
  - (i) proposed written copy for the item of Advertising Materials, with attached rough art showing how the Creatives will be used in connection with the copy;
  - (ii) a final printed sample of the item, where feasible (as, for example, in the case of labels, hangtags, printed brochures, catalogues, and the like).

### **D. General Terms and Conditions:**

1. The Director of Information and Public Relations, Government of Meghalaya, Shillong is not bound to accept the lowest price proposal and reserves the right to accept or reject any price proposal without assigning any reason thereof.
2. The procedure adopted by the Director of Information and Public Relations, Meghalaya for opening the EOI shall be final and binding on all the parties.
3. Any effort by a Bidder to influence the Selection Committee in its decision on bid evaluation, bid comparison or contract award may result in rejection of the Bidder's bid.
4. DIPR reserves the right to accept or reject any Bid or to annul the bidding process fully or partially or modifying the same and to reject all Bids at any time prior to the award of Contract, without incurring any liabilities in this regard.
5. In case the Selection Committee is not satisfied with the Proposals submitted by the participating Agencies, DIPR reserves the right to call for Re-Bid / Submission of EOIs for which the decision of the Selection Committee will be final and no claims or objections on any ground shall be entertained whatsoever.

6. The “Director” shall also be competent to alter/modify the specifications of any item/items for purchasing in the best interest of the Department during the process of finalization of a contract viz. placement of supplier order.

7. The selected Agency should ensure immediate supplies if supply order is placed on them and they are bound to supply material strictly as per the conditions approved by the Committee. If at any stage it is found that material supplied by the firms is not according to the approved criteria laid down by the Committee, action as deemed fit will be taken against the Agency.

8. All the Licensed Products supplied shall be of the best quality, specification, trade mark and in accordance with the approved standards, catalogue, samples if provided. In case of any articles supplied not being approved, same shall be liable to be rejected or replaced and any expenses as a result of rejection or replacement of supplies, shall be entirely at the cost of the Agency.

9. No payment will be made for rejected Licensed Products. Rejected items must be removed by the Agency within two weeks of the date of rejection at their own cost and are to be replaced immediately. In case they are not removed the same will be auctioned off at the risk and responsibility of the Agency without further notice.

**Sd-/  
Director of Information & Public Relations  
Meghalaya, Shillong**