

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

No.DAA.2/2020-2021/207

Dated, Shillong the 12th October, 2021

EXPRESSION OF INTEREST

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

Details of Tender:

The Authority invites bidders to submit their interest in **Empanelment of Agency for Event Management for Meghalaya Day 2022** for DIPR. DIPR would shortlist agencies and request proposal for awarding the work.

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

Details may be obtained from: <http://megipr.gov.in/>

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 21st January 1972. This momentous occasion is celebrated every year as the Statehood Day for the state and on 21st January 2022, Meghalaya will celebrate its 50th Statehood Day. In this context, Government of Meghalaya wishes to implement a Grand Event to commemorate the Golden Jubilee Celebration to mark Meghalaya's 50th 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 50th Statehood Day on 21st 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 current EOI is related to empanelment of Agency who would manage the entire planning, promotion and execution of the Event including the Coordination and extensive Follow-Up with Department and all other intended stakeholders of the planned event, plan and design a detailed Communication Plan covering all promotional activities, design & publish all Promotional Creative Materials and Event Collaterals for the event (online & offline), Supervision and Management of event onsite, Exhibition set up and management, over-see set up and manage exhibition space during build-up and breakdown, liaising with exhibitors to ascertain their precise event requirement, preparation of event report 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

Empanelment Duration 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 Events of similar scale in the last 3 years.
4.	The Bidder shall have a minimum Average Annual Turnover of INR. 4 crore (Rupees four crore) in the past three financial years preceding the EOI submission date from similar activities as sought in this EOI
5.	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 short listing inter alia based on their past experience of handling similar type of project, financial strength of firm and agency profile presentation to the selection committee whose decision will be final
- Short listed agencies will be required to make a Event Proposal Presentation to a selection committee showcasing their concept plan, execution plan, estimated budget and post-event analytics.
- 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 labeled: “Empanelment of Agency for Event Management 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. 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-793003,
East Khasi Hills District, Meghalaya

Subject: EOI for Empanelment of Agency for Event Management 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 Event Management 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 organiza- tions	_____ Years (Format 4 with Work Orders / Completion Certificates as Proof)
7.	Annual Turnover Certificate for three years	Format 3 with Turno- ver 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 turn over (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)

Annexure 1 - Terms of Reference:

A. Scope of Work

The Event Management Agency shall be responsible for effective management of the Meghalaya Day Event including the publicity for the event across multiple channels (including digital platforms/social media).

Pre-Event Responsibilities

- Conceptualize the Event Planned Deliverables based on the Venue and Event Theme in coordination with DIPR.
- Draft and finalise post review by DIPR a comprehensive Publicity & Promotion Plan.
- Design and finalise post review the Venue Layout including Main Event Stage / Exhibition Area / VIP Lounge / Food Court / Stalls / Parking, etc.
- Identify and arrange for Outdoor Advertising Display Sites for placement of promotional Materials like Posters, Hoardings, Banners, Kiosks, etc.
- Create Content & Design in consultation with DIPR all digital and graphic art work for Event Promotions & Publicity [Newspaper Ads / Social Media Creatives / Outdoor advertisements such as Posters, Hoardings, Banners & Standees / Event Collaterals such as Stage Backdrops, Entry Gates, Kiosk, etc. / Event Materials such as Invitation Cards, Badges, Brochures, Flyers, Booklets, etc.]
- Create Video Promotional Content in consultation with DIPR to be used for Social Media Promotions and/or to be aired at the Event Venue as part of Event Program.
- Set up and maintain a website exclusively for the occasion that will be the main platform for promotion & publication of the Main Grand Event as well as all Pre-Events and Post-Events organised by DIPR and other departments.
- Run Event Promotional Activities through Social Media / Radio / Local TV Channels, etc.
- Design the Event Flow in consultation with DIPR which will include Panel Discussions, Cultural Programs, Inauguration & Closing Ceremonies, Dinners, Seminars & Conferences, Exhibitions, etc.
- Create the Event Execution Plan for executing the Event indicating specific timelines with the respective milestones along with detailed specifications of works to be carried out.
- Organizing PR Activities such as Press Meets, Press Conferences, press release and media coverage of the program.
- Printing including digital printing of invitation cards, conference note pads, information booklets about the workshop/event, background documents and other brand promo materials, delegate's bags/folders etc.
- Propose and arrange for appropriate mementos/souvenirs to be given away at the Event in consultation with DIPR.

- Arrangement for all necessary permissions and clearances from respective authorities for Venue Set-Up including blocking of venue, power/water supply, fire fighting arrangements, traffic authority, security, placement of billboards, hoardings, road maps and flags at the Venue, etc.
- Local transportation and logistical support for participants & officials to &fro from the Airport/ Railway station/bus depots to the place of stay at the time of arrival/departure and to & fro movement from place of stay to the venue during pre-event, post-event and during the event as per the schedule of their participation.

Venue Set-Up

- Overall development of Venue Design which will include Main Stage Area, Exhibition area, VIP Lounge, Food Court, Stalls, Parking, Seating Arrangement, Carpeting, Venue Branding and Decoration, Lights & Audio Set-Up, LED Screens & Video Projectors where necessary, Security & Safety Requirements, Rest Rooms and other elements that are generally required in large scale events) as per plans approved by DIPR. In case the venue gets changed, the agency will have to make necessary arrangements accordingly.
- Arrangement of help Desks with registration desk and coordination with adequate support (Liaison Officers, provision for ushers, coordinators, etc.).
- Arrangement for the setting up of the Main Venue taking into consideration required security protocols for VIP Attendance.
- Engage all Vendors / Sub Vendors required for carrying out all the above said services as per the Venue Design Layout approved by DIPR with commitment to ensure the deliverances of all services to the fullest satisfaction.
- Procure all the necessary clearances and make arrangements for the security protocols of the VIP movement during the event.
- The event management partner shall be responsible for coordination, production, and dissemination of all Event materials and collaterals
- The Event Management Agency has to keep the entire venue including Pavilions/stalls, Food court, VIP Lounges, Stage, Green Rooms, Public seating areas/arrangements, VIP seating areas/arrangement, Pathways, Pavements, Refreshment stations, help desk, registration counters, back areas as well as any other areas within the venue properly cleaned all the time during and after the event including rehearsals.

Event Documentation

- Documentation of the event both photo and video (with visual info-graphics of the event outcomes). The agency must submit final edited video coverage of the Events including the Raw Footages to DIPR post the event.
- High resolution images and photographs of Event Coverage
- Arrangement for Live Broadcast of Event on Digital Platforms

Post Event

- Post Event Analytics & Event Report

B. Ownership of Intellectual Property.

- The Event Management Agency acknowledges that DIPR is the owner of the Meghalaya Day 2022 Event and all documentation, design, creative and any other Intellectual Property in connection with the Event will remain the property of DIPR.
- Intellectual Property means (a) any patents, trademarks, service marks, designs, business names, copyrights, database rights, design rights, domain names, moral rights, inventions, confidential information, know-how and other intellectual property rights and interests (which may now or in the future subsist), whether registered or unregistered; and (b) the benefit of all applications and rights to use such assets of the Parties.
- At the end of the Contract Agreement, all Intellectual Property developed for the Meghalaya Day 2022 Event will be transferred as per DIPR's requirement back to DIPR.

C. General Terms and conditions:

- 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.
- 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.
- 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.
- 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.
- Successful bidder selected by the appropriate authority shall sign a contract agreement with the DIPR
- 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.

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