

**TENDER DETAILS FOR DESIGNING AND CONCEPTUALIZATION OF (1) MULTI PAGED COLOUR WALL CALENDAR, (2) MULTI PAGED COLOUR DESK CALENDAR (3) SINGLE PAGE CALENDAR AND (4) DELUXE DIARY.**

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No.MP.1/2026/5

Dated Shillong, the 1<sup>st</sup> July, 2026

**1. BACKGROUND:**

The Directorate of Information and Public Relations, as part of its public outreach initiatives, regularly publishes calendars and diary highlighting Meghalaya's rich cultural heritage, ethnic diversity, tourism potential, historical legacy, biodiversity, and developmental achievements. These high-quality official publications i.e. Multi Paged Colour Wall Calendar, Multi Paged Colour Desk Calendar, Single Page Calendar and Deluxe Diary reflect the State's identity, traditions, and progress.

**2. OBJECTIVE:**

The State Calendars and Diary– aims to promote Meghalaya's cultural heritage, ethnic diversity, natural beauty, historical legacy, and tourism potential through aesthetically designed and informative publications. The publications will serve as a medium to showcase the State's unique identity and traditions. The final publications should be visually appealing, informative, elegant, and professionally curated.

**The publications shall highlight:**

- Diverse tribes and indigenous communities of the State.
- Major festivals, fairs, and cultural celebrations.
- Tourist destinations, scenic landscapes, eco-tourism sites, and historical places.
- Flora and fauna, biodiversity, wildlife sanctuaries, and environmental treasures.
- Developmental achievements, traditional crafts, cuisines, folk music, and dance forms.
- Government initiatives, conservation efforts, and awareness themes.
- Distinctive features contributing to the State's cultural and economic identity.
- Any other important subject related to the State of Meghalaya.
- The firm must submit a minimum of 3 creative concepts for each of the following publications i.e. (1) Multi Paged Colour Wall Calendar, (2) Multi Paged Colour Desk Calendar (3) Single Page Calendar and (4) Deluxe Diary.

**3. SCOPE OF WORK:**

The selected agency/firm shall be responsible for complete conceptualization, creative designing, layout development, content presentation, and preparation of print-ready artwork for the publications which include:

**A. Concept Development**

- Develop innovative creative concepts and themes relevant to the State of Meghalaya.
- Prepare multiple design options and thematic layouts.
- Ensure consistency in visual identity and presentation.

**B. Research & Content Coordination**

- Compile and organize content, photographs, and reference materials.
- Coordinate with concerned departments/agencies for authenticated information.
- Ensure proper thematic representation of culture, tourism, heritage, and achievements etc.

### **C. Creative Designing**

- Design high-quality layouts, graphics, illustrations, infographics, typography, and visual elements for the publications.
- Ensure attractive and contemporary design standards.
- Integrate official State logo, National emblem.

### **D. Content Editing & Formatting**

- Arrange and format textual content in a concise, reader-friendly, and aesthetically balanced manner.
- Provide proofreading, language editing, and formatting support to eliminate typographical and grammatical errors.
- Ensure multilingual compatibility, if required.
- Maintain official dignity and authenticity in all publications.

### **E. Photography & Image Processing**

- Source and optimize high-resolution photographs.
- Carry out photo editing, retouching, colour correction, and image enhancement.
- Ensure all images used are copyright compliance of print quality.

### **F. Design Approval & Revisions**

- Submit multiple design options/concepts for review and approval both in hard and soft copies.
- Incorporate suggestions, revisions, and modifications as directed by the competent authority.
- Finalize designs after approval.

### **G. Coordination & Timelines**

- Complete all assignments within stipulated timelines.
- Coordinate regularly with the Directorate of Information and Public Relations for progress review and approvals.

### **H. Pre-Press Deliverables**

- Prepare print-ready files in required formats with proper bleed, margins, resolution, and colour specifications.
- Ensure technical compatibility for high-quality printing production.
- Submit editable open files and final high-resolution PDFs final artwork files.

### **I. Confidentiality & Ownership**

- Maintain confidentiality of all official materials.
- The final/approval concepts, designs, artwork, photographs, layouts, creatives, and related materials developed under this assignment shall become the exclusive property of the Directorate of Information and Public Relations, Government of Meghalaya.

#### **4. TECHNICAL DETAILS**

##### **1. MULTI PAGED COLOUR WALL CALENDAR, 2027**

1. Size of the Calendar : 43 cm x 63 cm (approx)
2. No. of Pages : 6 (six) date sheets both sides printing including dates portion and Name of the state to be printed in 4/5 colours and fly-leaf to be Printed in multi colour.
3. Size of the date sheet : 31 cm x 43 cm (approx)
4. Size of the Photograph : 31 cm x 43 cm (approx)
5. Size of Font : 60 Points approx. (Italic/Bold) for dates etc.
6. Photographs : Best quality photographs to be arranged by the Tenderer as per the concept/theme approved for necessary incorporation. DIPR will hold the copyright/ownership of the photograph submitted by the Tenderer.
7. Marking of Holidays : General Holidays/Sundays to be marked in Red ink and Restricted Holidays in light blue ink

##### **2. MULTI PAGED COLOUR DESK CALENDAR, 2027**

1. Size of the Calendar : 25 cm x 20 cm (approx)
2. Stand : White Thick supporting stand 25 cm x 20 cm (approx)
3. Print Area : 24 cm x 18 cm (approx)
4. Size of the date sheet : 11 cm x 18 cm (approx)
5. Size of the Photograph : 13 cm x 14 cm (approx)
6. Size of Font : 20 points approx. (Italic/Bold)
7. Paper : 220 GSM Textured paper
8. No. of Pages : 13 Pages to be printed on both sides.
9. Date Sheet : Data sheet to contain 3 months in each i.e. preceding month at top left hand side, current in the middle and succeeding month at the bottom right hand side.
10. Photographs : Best quality photographs to be arranged by the Tenderer as per the concept/theme approved for necessary incorporation. DIPR will hold the copyright/ownership of the photograph submitted by the Tenderer.
11. Other Specifications : The first page will contain the word “Meghalaya” with some inset photographs and the reverse will contain the month of December 2026, January 2027. The second page will contain the planner of January 2027, February 2027, March 2027 and the sequence will continue till the month of November 2027, December 2027 and January 2028.
12. Marking of Holidays : General Holidays/Sundays to be marked in red ink and Restricted Holidays in light blue ink

### **3. SINGLE SHEET CALENDAR, 2027**

1. Size of the Calendar : 49 cm x 73 cm (approx)
2. Size of the date sheet : 15 cm x 10 cm (approx)
3. Size of the Photograph : 48 cm x 28 cm (approx)
4. Size of Font : 30 points approx. (Italic/Bold)
5. Photographs : Best quality photographs to be arranged by the Tenderer as per the concept/theme approved for necessary incorporation. DIPR will hold the copyright/ownership of the photograph submitted by the Tenderer.
6. Marking of Holidays : General Holidays/Sundays to be marked in red ink and Restricted Holidays in light blue ink.

### **4. DIARY, 2027**

1. Size of the Diary : 22 cm x 14 cm
2. Printing : Double Colour for all pages and multi colour for 12 Photo pages
3. Format : Full format of the Diary including cover containing all dates for whole year, (1day per page), three year calendar, name with telephone numbers of the Governor, Chief Minister, Deputy Chief Minister, Ministers, Parliamentary Secretaries, Speaker of the Meghalaya Legislative Assembly, MLAs, Chief Secretary down to Heads of Department, Deputy Commissioners, Superintendents of Police with their names printed in gold embossing in the Front cover of the Diary, Basic statistics of the State, Colour Political Map of the World, India, Meghalaya and blank Telephone Index.
4. Photographs : Best quality photographs to be arranged by the Tenderer as per the concept/theme approved for necessary incorporation. DIPR will hold the copyright/ownership of the photograph submitted by the Tenderer.
5. Marking of Holidays : General Holidays/Sundays to be marked in Red ink and Restricted Holidays in light blue ink

## 5. TECHNICAL BID:

### A. Eligibility Criteria

The bidding agency/firm should:

- Be a registered agency/company/firm.
- Have experience in designing government publications, coffee table books, calendars, annual reports, magazines, or similar creative works.
- Possess a professional design team with expertise in graphic design, photography, content formatting, and publication design.
- Have adequate infrastructure/software for high-quality designing and pre-press preparation.
- Submit portfolio/sample works of similar assignments.

### B. The Tender should be accompanied with the following :-

1. The application should be accompanied with a non-refundable processing fee of Rs.1,000/- in the form of Demand Draft in favour of **“Director of Information and Public Relations, Meghalaya, Shillong”** payable at State Bank of India, Laitumkhrach, Branch, Shillong.
2. Bid Security (EMD) of Rs.1,00,000/- (One lakh) only in the form of Demand Draft in favour of **“Director of Information and Public Relations, Meghalaya, Shillong”** payable at Shillong. 50% of the quoted value in case of tenderers belonging to Scheduled Caste/Scheduled Tribe. Copy of ST/SC certificate needs to be mandated for the said purpose. This Directorate shall not be responsible for postal delay, if any. A bid not accompanied with a processing fee and Bid Security(EMD) of the stated amount and Court fee stamp shall be rejected as non-responsive.
3. Court fee stamp of Rs.1,000/- (One thousand) (Non Refundable) only for each item.
4. Submission of design in full format. A copy of the selected design will be retained for final comparison at the time of delivery of the articles. Tenders without design, concept and theme will be summarily rejected.
5. Specimen of similar works done by the Tendering Firm with statement of work experience/profile for the last 3 years, indicating details thereof along with testimonials and certificates for such works.
6. Minimum annual turnover of Rs.30,00,000/- (Thirty lakh) only (designing) during the last 3 (three) financial years duly certified by Chartered Accountant.
7. Tendering firms will have to furnish Certificate of Registration, name of the proprietor, full postal address and copy of valid ISO 9001 certificate.
8. Attested copy of the Goods and Services Tax (GST) registration Certificate/ up-to-date Income Tax Clearance Certificate and PAN number.
9. Trading license from Autonomous District Council form KHADC/GHADC/JHADC for Non-Tribal firm should be given or SC/ST certificate for others (Mandatory).
10. Copy of Audited Balance Sheet for the last 3 years from a Chartered Accountant.
11. Bankers solvency certificate issued by the Nationalized Bank for an estimated value of Rs.10,00,000/- (Rupees Ten lakh) only.
12. Single Work Order for Rs. 10,00,000/- (Rupees Ten lakh) only for printing of similar item should be given.
13. The Financial bid of the Bidder who submits the above required documents will be eligible for financial bid opening.

14. DIPR reserves the right to relax any of the documents requirements as recommended by the Tender Committee.

**6. FINANCIAL BID:**

1. Each tenderer must submit only one quotation as per the specified tender details. Optional quotations shall not be entertained and summarily rejected.
  2. The price quoted by the bidder shall remain fixed, valid and shall not be subject to any variation for a period of the contract being **2 (two) years**. A bid submitted with an adjustable price quotation will be treated as non responsive and rejected. The price quoted shall be provided separately under the Financial Bid enclosed in the main tender for each category and item presented in the Technical Bid duly specified and signed.
  3. The bid shall remain valid for a period of **two years** from the date of Tender Document. The bid valid of shorter period shall be rejected by the Director as non-responsive. The bidder shall submit the tender document in original duly signed on each and every page. The bidders are advised to keep a photo copy (at his own cost) of the bid document for his own reference.
- **Bid Evaluation:**

A. The proposals so received will be evaluated in terms of both Technical and Financial parameters with respective weightage of 60% and 40% as per the table below:

Sl.	Particulars	Maximum Mark	
1	Experience in designing at least 3 years particularly in designing and conceptualization of calendars and diaries	10	
2	Specimen of similar works done	10	
3	Submission of design along with concept and theme relevant to the State of Meghalaya	Multi Paged Wall calendar	10
		Multi Paged Desk Calendar	10
		Desk Calendar	10
		Diary	10
<b>SUB TOTAL</b>		<b>60</b>	
Financial Offer/Parameters		40	
<b>TOTAL</b>		<b>100</b>	

**Minimum qualifying marks in Technical Bid will be 40**

The financial weightage carrying 40 marks will be computed on the basis of overall percentage of agency charges quoted for designing and printing. The bidder quoting the lowest will be equated with maximum of 40 marks and for all other applicants marks will be calculated downwards on pro rata basis as per the formula below:

$$\text{Formula for financial bid: } L1 = \text{Maximum Mark i.e. 40}$$

$$L2, L3, L4, L5 = \frac{\text{Amount quoted by L1} \times \text{Total Mark}}{\text{Amount quoted by L2/L3/L4/L5}}$$

**7. GENERAL TERMS AND CONDITIONS:**

1. Before final designing, a proof copy in final form has to be shown to the Director, Information & Public Relations, Meghalaya, Shillong and approval obtained in writing, failing which he is not bound to accept delivery of the Calendars and Diary in case there is/are printing mistake(s) of the same.

2. In the event of failure to supply the articles within stipulated time/date confirming to the approved specification or refusal to undertake the work allotted the Earnest Money which is retained as Security Deposit shall be forfeited and work order will be cancelled.
3. The Tenderer or Bidder cannot be an associate or consortium.
4. The Quotation should be addressed to the Director of Information and Public Relations, Government of Meghalaya, Lower Lachumiere, Shillong 793001 by the designation only. The bid has to be submitted in two parts, **Technical Bid** and **Financial Bid** in separate envelop/ covers for each items of work. The sealed outer envelope should be clearly written **“Tender for designing and conceptualization of (1) Multi Paged Colour Wall Calendar, (2) Multi Paged Colour Desk Calendar (3) Single Page Calendar and (4) Deluxe Diary-2027.”**
5. All Tenders must reach this office on or before **2:00 P.M.** on the **23<sup>rd</sup> July, 2026** and will be opened on the same day and time in presence of the tenderers or their authorized representatives. If the date of submission happens to be holiday, tenders will be opened on the next working day. This Directorate shall not be responsible for postal delay, if any.
6. The Director of Information and Public Relations, Government of Meghalaya, Shillong is not bound to accept the lowest tender and reserves the right to accept or reject any tender without assigning any reason thereof. The best quality sample with reasonability of rate will get priority for selection.
7. The procedure adopted by the Director of Information and Public Relations, Meghalaya for opening the tender shall be final and binding on all the parties.
8. Undertaking/Letter of Acceptance to the terms and conditions and also accepting the period of delivery for supply of the same and the standard rate for a year.
9. The firm has to give an affidavit on a non-judicial stamp paper of Rs.10/- attested by the Notary Public (in original) that there is no Vigilance/CBI case or arbitration cases pending with the Government of Meghalaya against the firm/supplier and that the Proprietor/Director/Members of the Board of Directors of the bidder and the Principal Manufacturer on whose behalf they have quoted has never been blacklisted by any institution Government or Private.
10. 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.
11. The Price Bid shall not be opened of those bidders who have not complied with the provisions of the bid Document or EMD clause or who have not complied with the provisions/technical specification of the bid document.
12. Any effort by a Bidder to influence the Purchaser in its decision on bid evaluation, bid comparison or contract award may result in rejection of the Bidder’s bid.
13. To call for Re-Tender in case the Tender Committee is not satisfied with the designing and conceptualising submitted by the participating Firms, the decision of the Tender Committee will be final and no claims or objections on any ground shall be entertained whatsoever.
14. No conditional tender shall be accepted.

Sd/-  
Director  
Information and Public Relations,  
Meghalaya, Shillong.