



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

**NOTICE INVITING TENDER**

**Dated: 17.05.2023**

**NO.DSCA/TMD/GRM/2021/Pt/190** : The Director, Food & Civil Supplies & Consumer Affairs, Government of Meghalaya, invites Requests for Proposals (RFP) from Authorized and Experienced Agencies for Developing the Information, Education & Communication (IEC) material on Awareness Generation for “Fortified Rice “to 4 (four) districts i.e. Ri-Bhoi, East Khasi Hills, West Khasi Hills, West Jaintia Hills and East Jaintia Hills District for NFSA Beneficiaries in the state of Meghalaya for the FCS&CA, Government of Meghalaya for a period of 6 (six) months Interested firms may submit their quotation to the office of the undersigned on all working days from 17.05.2023 to 05.06.2023. The quotation can be downloaded from the website <http://megfcsca.gov.in>

**1. PARTICULARS OF TENDER:**

a. Designation and address of the Authority Inviting the tender		The Director, Food & Civil Supplies & Consumer Affairs, Meghalaya, Shillong
b. Total No. of pages in this Tender Document.	:	<b>41 pages</b>
c. Last date & time of receiving the Tender.	:	<b><u>05.06.2023 before 3:00 pm</u></b>
d. Date and time of opening of TECHNICAL BID	:	<b>05.06.2023. 4 PM</b>
e. Date and time of Opening of FINANACIAL BID	:	<b>To be notified later</b>
f. Earnest Money Deposit (EMD) ( Exempted for MSMEs Registered Firms)	:	Rs.25,000/- (Rupees Twenty Five Thousand)
g. Tender Fee/Document ( Exempted for MSMEs Registered Firms)	:	Rs.1000/- (Rupees One Thousand) only (Non-refundable)

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

**MEMO NO.DSCA/TMD/GRM/2021/Pt/190**

- A -

**Dated, Shillong, the 17<sup>th</sup> May, 2023**

**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. The Bills in triplicate may be sent to the undersigned for necessary payment.
2. The Joint Secretary, Food Civil Supplies & Consumer Affairs, Meghalaya, Shillong in reference to Letter **No.SUP.34/2016/Pt/65 dated, 26.04.2023**
3. Smti. W. Rynjah, Senior Technical Director, NIC, Meghalaya, Shillong – 793001 with a request to upload the Detail Notice Inviting Tender (enclosed) in the Department website.
4. Office Notice Board.

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

# **Request for Proposal (RFP)**

**From**

**Authorized and Experienced Agency for Appointment of Agency(s)**

**For**

Developing the Information, Education & Communication (IEC) material  
on Awareness Generation for “Fortified Rice”

**For a period of 6 (six) Months**

## **Government of Meghalaya**

**The Director, Food & Civil Supplies & Consumer Affairs**


Address: Lower Lachau miere (Horse Shoe Building, Ground Floor)

Meghalaya, Shillong - 793001

Phone: 0364 -222 4108

Website: [www.megfcsca.gov.in](http://www.megfcsca.gov.in)

E-Mail: [fcsca-meg@nic.in](mailto:fcsca-meg@nic.in)

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

## **DISCLAIMER**

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

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

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

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




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



## 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, Requests For Proposals (RFP) from Authorized and Experienced Agencies for Developing the Information, Education & Communication (IEC) material on Awareness Generation for "Fortified Rice" to 4 (four) districts i.e. Ri-Bhoi, East Khasi Hills, West Khasi Hills, West Jaintia Hills and East Jaintia Hills District for NFSA Beneficiaries in the state of Meghalaya for the FCS&CA, Government of Meghalaya for a period of 6 (six) months
- b) More details on the services to be provided are under the Scope of Work in the RFP document.
- c) The Authority shall select experienced Agency as per procedures contained in the RFP.
- d) The period of contract will be for a minimum period of 6 (six) months from the date of signing of contract agreement and may be reduced or extended at the discretion of the Authority. The contract will be effective after signing of agreement with the Authority. The Contract may be extended to the successful bidders to undertake the IEC activities to other Districts subject to availability of funds.

### 1.2 Data Sheet

Sl. No.	RFP Timelines & Important Details
1.2.1	<b>Date of issuing of RFP: 05.05.2023</b>
1.2.2	Place for submission of RFP document: The Director, Food & Civil Supplies & Consumer Affairs, Lower Lachau miere (Horse Shoe Building, Ground Floor) Shillong, Meghalaya - 793001
1.2.3	<b>Last date and time of receiving RFP application (Both Technical and Financial) 23.05.2023 before 3:00 pm</b>
1.2.4	<b>Date and time for opening of RFP document: Technical: 25.05.2023</b>
1.2.5	Place of opening of RFP: The Director, Food & Civil Supplies & Consumer Affairs, Lower Lachau miere.
1.2.6	The method of selection is Combined Quality cum Cost Based Selection (QCBS) using 70:30 weightage for quality and cost respectively.
1.2.7	Tender fee will be 1,000/- (Rupees One Thousand only)
1.2.8	Proposals received after the stated time and date will not be considered
<b>*** the above dates are subject to change in case of unavoidable reasons</b>	

  
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Meghalaya, Shillong

### 1.3 Important Details

- a) Interested Authorized and Experienced Agencies may obtain further information about this requirement from the above office or download from [www.megfcsca.gov.in](http://www.megfcsca.gov.in)
- b) Tenderer may also download the RFP documents (a complete set of document is available on website) from the web site [www.megfcsca.gov.in](http://www.megfcsca.gov.in) and submit its tender by using the downloaded document The tender paper will be rejected if the bidder changes any clause or Annexure of the bid document downloaded from the website.

Director  
Food Civil Supplies and Consumer Affairs  
Meghalaya, Shillong.



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

## **SECTION II: PURPOSE / INTENT FOR RFP**

The purpose/intent for Request for Proposal (RFP) is to appoint an Agency(s) for Developing the Information, Education & Communication (IEC) material on Awareness Generation for "Fortified Rice" to 4 (four) districts i.e. Ri-Bhoi, East Khasi Hills, West Khasi Hills, West Jaintia Hills and East Jaintia Hills District for NFSA Beneficiaries in the state of Meghalaya for the FCS&CA, Government of Meghalaya for a period of 6 (six) months.

### **2.1 REQUEST FOR PROPOSAL TERMINOLOGY**

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 RFP 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) "Proposal" means a proposal submitted in response to this RFP;
- f) "RFP" means this Request for Proposal; and
- g) "Should" or "desirable" means a requirement having a significant degree of importance to the objectives of RFP.

## **SECTION III: EXECUTIVE SUMMARY**

### **3.1 Background**

The Department of Food, Civil Supplies and Consumer Affairs discharges the important responsibilities of Public Distribution, enforcement of market discipline and promotion of consumer awareness and protection of their interest. The Department started functioning from the inception of the State of Meghalaya i.e. in 1971-72.

The primary function of the Civil Supplies and Consumer Affairs Department is to run the Public Distribution System efficiently and ensure availability of Foodgrains to everyone and to ensure that it is at price affordable for even the poorest in the State. The Department is also entrusted with the responsibility of ensuring availability of Essential Commodities in the Market at reasonable price and prevention of hoarding, black-marketing and artificial price hike. Since most of the Foodgrains in the State come from outside the State, the PDS is totally dependent on the Foodgrains 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. Fortified Rice



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#### 4. Price Monitoring System

#### 5. Consumer awareness on Consumer Protection Act

**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

### **3.2 Introduction on Rice Fortification**

Fortification is the addition of key vitamins and minerals such as Iron, Iodine, Zinc, and Vitamins A & D to staple foods such as rice, wheat, oil, milk and salt to improve their nutritional content. These nutrients may or may not have been originally present in the food before processing or may have been lost during processing.

The Food Safety and Standard Authority of India (FSSAI) define fortification as “deliberately increasing the content of essential micronutrients in a food so as to improve the nutritional quality of food and to provide public health benefit with minimal risk to health”. In other words, rice fortification is a process of adding micronutrients to regular rice. Various technologies are available for rice fortification, such as coating and dusting. For rice fortification in India, “extrusion” is considered to be the best technology. This involves the production of fortified rice kernels (FRK) from a mixture using extruder machine. Fortifying rice involves grinding broken rice into powder, mixing it with nutrients, and then shaping it to rice-like kernels using extrusion process. These rice kernels are then mixed with normal rice in a 1:100 ratio and distributed for consumption. In extrusion technology, dry rice flour is mixed with a premix of micronutrients, and water is added to this mixture. This mixture then goes into a twin-screw extruder with heating zones, which produces kernels similar in shape and size to rice. These kernels are dried, cooled and packaged for use. FRK has a shelf life of at least 12 months.

IEC campaigns/workshop isto address prevailing myths about fortified rice consumption. In view of the same, the State of Meghalaya has prepared this proposal to help in weeding out misconception and educate the citizens regarding the benefits of fortified rice.

From the IEC campaign and communication plan for Fortified Rice, 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.

Through this campaign, the Department wishes to make the public in the state aware about the importance of consuming of Fortified rice there are instances of people being ignorant and think Fortified Rice is plastic rice. To reduce such misconceptions, the IEC campaigns undertaken will help educate such people. Communication and public information is key in order for the Department to run the Public Distribution effectively and efficiently.

The IEC campaign should use Awareness Drives and campaigns in Print, Social Media and other media on spreading awareness offortified Rice, Meghalaya and various ways to disseminate



important messages related to the same. The Campaign should be dedicated to also look at building confidence and trust with the Department.

Social Media (SM) and physical media plays an important role for this purpose. Especially, in this age of digitalisation, Social Media plays a vital role in the field of awareness. Various Social Media platforms like Facebook, Twitter, YouTube etc. are the basis through which maximum reach of people and engagement of people can be achieved. In this campaign, it is intended to use very catchy creative ideas and materials in order to convey the right message to the people (from young people to elderly) of Meghalaya.

However, managing these Outdoor, Print, Social Media and Public Engagement platforms is an important task for maximum awareness and for this, FSC&CA Meghalaya, needs a proper plan and system through which a wide awareness campaign can be created. Therefore, FSC&CA, Meghalaya intends to engage an Agency for the following work as per the Scope of work of the RFP for Developing the Information, Education & Communication (IEC) material on Awareness Generation for “Fortified Rice”

The main aim of the campaign is to create general awareness about fortified rice and to educate the general public the benefit of its consumption as it is a safe method of improving nutrition among people. The addition of micronutrients to food does not pose a health risk to people. The quantity added is small and well under the Recommended Daily Allowances (RDA) and are well regulated as per prescribed standards for safe consumption.

The Campaign will, therefore, educate and engage the key stakeholders who are the public or consumers or citizens – so that,

- They are familiar with the benefits of such programmes
- They actively participate in the various events benefitting them
- They show willingness to trust and put more trust in the system
- Ensuring food security to each and every resident of Meghalaya



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Meghalaya, Shillong**



## **SECTION IV: AGENCY RESPONSIBILITIES**

1. The agency will have to provide along with the proposal 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.
2. The agency should provide professional, objective, and impartial advice and at all times hold the Government's interests paramount, strictly avoid conflicts with other assignments or their own corporate interests and act without any consideration for future work.
3. The agency participating should adhere to the highest ethical standards, both during the selection process and throughout the execution of a contract.

## **SECTION V: OBJECTIVES**

In order to achieve uniform nutritional impact of fortified rice among the targeted population, the Government of India has approved the initiative to supply fortified rice through the FCI and State Agencies covering Targeted Public Distribution System (TPDS) and Other Welfare Schemes including Integrated Child Development Services (ICDS) and Pradhan MantriPoshan Shakti Nirman (PM POSHAN) in all the States/UTs by 2024 in phased manner. This IEC campaign necessitated to ensure informed discussion on the measures being taken by the Government to achieve the larger goal of nutritional security through distribution of fortified rice in the country.

Since the ecosystem of rice fortification in India is new to the community, it requires extensive Information, Education and Communication (IEC) campaigns upto beneficiaries level to create awareness among them about the benefits of consumption of fortified rice.

Some concerns were raised about the impact of consumption of fortified rice among some sections of the population that are vulnerable to Thalassemia and Sickle Cell Anaemia.

**Key objectives that need to be addressed through IEC have been identified as:**

### **5.1 THE NEED FOR ADVERTISING & PUBLIC RELATIONS**

Advertising is a form of communication that educates the general public about the benefits of Rice fortification.

### **5.2 EDUCATING THE SOCIETY**

Advertising has the ability to reach masses and educate the society. Therefore, many Governments and Non-Governmental Organizations (NGOs) often take help of advertisements to reach and educate people on important social issues.

In this case, solutions can be created to counter the lack of knowledge of the citizens on their rights and right to food security by using different delivery platforms like press, electronic media, FM Radio, Social Media, One on one, and Information Walls on DCs/SDOs offices and BDOs etc.



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### **5.3 ADVERTISING THROUGH JINGLES/ RADIO SPOTS**

**Radio** reaches a huge audience and it targets and cuts through which is the Anywhere, Anytime Medium. It is the Pulse of the Community and offers Promotional Opportunities which is Influential and reaches the target group with frequency.

### **5.4 ADVERTISING THROUGH POSTERS, BROCHURES, PAMPHLETS**

Posters, brochures and pamphlets are important and effective ways of getting information to the community. Posters and pamphlets are very useful especially in areas where there is no easy access to newspapers and radio. The Department can use them:

- ❖ To mobilize people to support its cause
- ❖ To advertise a meeting or specific event
- ❖ To popularize slogans and messages.
- ❖ Explain an issue to the community
- ❖ Inform people of their rights

### **5.5 ADVERTISING THROUGH ROADSHOWS/FIELD MARKETING**

A brand road show works by spreading brand awareness throughout various locations via events and demonstrations. One major benefit of road shows over other forms of marketing is that they work to communicate the value of a product on a very personal level. Taking into consideration the needs and requirements, respective DCs/SDOs may team up with experienced external agency for executing road shows is recommended. The external agency should possess an experienced team of people who will travel to select locations like marketplaces (on market days) to interact with the public and at the same time may go live on the radio to discuss the benefits of Fortification of food products and fortified rice under PDS.

The above assignment is to be covered during the entire project contract. However, in-case of the findings, certain components can also be added if necessary or needed with no additional cost to the authority.

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

## SECTION VI: SCOPE OF WORK

### 6.1 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 is on a case to case basis.

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

1. Management of content (audio, video, text, etc.) However, all existing Social Media platforms of this Department including Facebook, , Twitter and YouTube will be handled by Directorate, Food & Civil Supplies & Consumer Affairs.
2. Creation of content for outdoor media, print media and any other media engagement.
3. Execution of content created for outdoor media, print media and any other media such as pamphlets, brochures, posters etc.
4. Field level IEC materials - the scope covers design & printing of (i) Multi-colour leaflets/flyers (ii) Multi-colour poster s- Art paper (iii) Multi-colour flex banner and (iv) Multi-colour hoarding
5. Production of audio spots & radio creative: Production of audio spots in Local languages (Khasi, Garo & English) with scope of dubbing these materials into Local Language & English Language. The agency/firm shall develop scripts/story board for the above mentioned audio spots as per the content provided by the FCS&CA Department.
6. Maintain the public engagement with the target audience and establish and strengthen the online community or followers of FCS&CA, Meghalaya with the use of physical and digital media.
7. Maintain the offline public engagement with the target audience in all the districts in the state in order to drive community support and participation.
8. Create maximum awareness in various platforms of media.
9. Manage all the creative as per norms of FCS&CA, Meghalaya and as per requirement for infographics and illustrations.
10. Event reporting along with photography and videos in Social Media platforms.
11. Target audience-oriented awareness campaigns
12. Content development in the form of creative, illustrations, blogs etc.
13. Proper response management.
14. Detailed analysis of campaigns and monitoring.
15. The Agency will be required to provide the Methodology for the services to be provided under this contract as per the following format:



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Activities	Parameters	Frequency

## 6.2 Deliverables

The deliverables include:

- Detailed analysis of campaigns and monitoring.
- Content strategy for the campaign along with approaches, audience, verticals, modes of engagement
- Ground gap analysis from time to time to evaluate the effectiveness of the strategies and campaigns being implemented together with associated activities to address the gaps.
- Submission of draft plan for executing the work. The plan should have recommendations on improving the initiatives of awareness
- Sample messaging and content should be submitted to the Department.
- Submission of final plan and to obtain approval from the authority.

## 6.3 Confidential Clause

All documents, information, statistics and data collected by the implementing agency in the discharge of obligations under the agreement shall remain confidential.



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



## **SECTION VII: TENDER FEE, EARNEST MONEY DEPOSIT AND PERFORMANCE GUARANTEE**

### **7.1 Tender Fee**

- a) Bidders shall attach a separate Demand Draft of Rs1000/- (Rupees \_\_\_\_ ) only (Non-refundable) drawn on of any National/Commercial Bank in favour of the “**Director, Food Civil Supplies & Consumer Affairs**” payable at Shillong along with the Technical Bid towards the cost of tender document, failing which the offer will be rejected. The firms/agencies registered under MSME are exempted for submission of Tender fee subject to submission of proper documentary evidence.

### **7.2 Earnest Money Deposit**

. The Earnest Money shall be mandatory for all applicants (except MSMEs registered firms). Earnest money deposit of fixed amount of Rs.25000/- (Rupees Twenty-Five Thousand) only in the form of DD/Bank Guarantee/FDR valid for six months (validity may require further extension) from the date of submission of the tender of any National/Commercial Bank in favour of the “**Director, Food Civil Supplies and Consumer Affairs**” payable at Shillong”, , should be submitted along with the TECHNICAL BID. Shortfall in amount of Earnest Money Deposit, if any, will result in rejection of the Tender. In case of Bank Guarantee/FDR submitted by the Bidder it should be unconditional in all cases. EMD of the unsuccessful bidders will be refunded within **30 days** of the award of contract on demand & EMD of the successful bidder would be released only after the submission of performance security.

- b) Proposals not accompanied by EMD shall be rejected as non-responsive.
- c) No interest shall be payable by the Authority for the sum deposit as earnest money deposit.
- d) No bank guarantee will be accepted in lieu of the earnest money deposit.
- e) The firms/agencies registered under MSME are exempted for submission of EMD subject to submission of proper documentary evidence.
- f) The EMD of the unsuccessful applicants would be returned back within one month of signing of the contract.

#### **Earnest Money Deposit shall be forfeited if:**

- a) The proposal is withdrawn before 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.
- d) Any other as decided by the authority

  
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Meghalaya, Shillong**

### 7.3. Performance Guarantee:

The selected Agency shall be required to furnish a Performance Bank Guarantee 4 months from date of expiry of Contract, As per Annexure -K of 2% of contract value only in the form of an unconditional and irrevocable bank guarantee from a nationalized bank in India in favour of The Director, FCS&CA, payable at Shillong which shall be retained till the end of the contract.

The Performance Guarantee must be submitted after award of contract but before signing of contract. The successful applicant's Performance Guarantee would be returned only after successful completion of tasks assigned to the Agency within the time frame and after adjusting/recovering any dues recoverable/payable from/by the Agency on any account under the contract.

As per Rule 170 of General Financial Rules (GFRS) 2017, **Micro and Small Enterprises (MSES) and the firms registered with concerned Ministries/ Departments are exempted from submission of Bid Security**

### 7.3. Forfeiture of Performance Guarantee

The Performance Guarantee shall be forfeited by the Authority if:

- a) The proposal is withdrawn during the validity period or any extension agreed by the Agency thereof.
- b) The proposal 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 VIII: GENERAL CONDITIONS

The authority has the right to cancel the Tender at any time without giving any reasons.

### 8.1 Eligibility Criteria:

- a) The Bidder shall have a minimum two years of experience in carrying out similar or relevant IEC activities or assignment / service such as design and printing of IEC materials with the Government of Meghalaya or any public institution. In support of this, a statement regarding assignments of similar nature successfully completed during the last two years should be submitted as per proforma in Annexure - C'. The assignment/work order of Government Departments / Semi Government Departments 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 IEC activities or assignment / service such as design and printing of IEC materials in any two (2) Departments of the Government of Meghalaya directly.

  
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Meghalaya, Shillong



- c) Declaration or affidavit with Rs.100/- stamp paper, that the Bidders are not presently blacklisted by the Purchaser or by any State Government or its organizations by Government of India or its organizations.
- d) In the last 2 years, the bidder should have managed experience in relevant IEC activities or assignment / service such as design and printing of IEC materials in any State for at least two (2) projects in Non-Government activities.
- e) The bidders should have achieved a minimum turnover of Rs.30 lakh per annum in last two financial years (FY 2020-21 & 2020-22) duly supported by audited accounts statement. Relaxation will be given for organizations registered under MSME & Start-up's with overall management experience of >5 years in the same project.
- f) Company/Firm should have a Permanent Account Number (PAN), GST registrations (copies to be enclosed). IT returns copies for the last two year (FY 2020-21 & 2020-22) to be submitted.
- g) Self-attested copy of a Cancelled Cheque of the Firm clearly indicating Bank Name, Branch, Account Number, IFSC.
- h) The bidder must have executed at least 1 (one) similar relevant IEC activities or assignment / service such as design and printing of IEC materials with a single Work Order Value of minimum Rs. 13 Lakhs (Rupees Five Lakh) in the last 2 years.
- i) Prior experience in working on awareness campaigns in Khasi, Jaintia and Garo is desirable.

## **8.2 Amendment to RFP 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 RFP document by the issuance of 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.

## **8.3 Duration of the Assignment:**

The duration of the assignment will be for a period of **6 months** from the date of agreement between the Purchaser and successful bidder/agency.

## **8.4 Project Support:**

The Authority will provide available necessary information, data, reports, and other documents required for accomplishing the objective of the assignment.

## **8.5 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.

  
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## 8.6 Submission, Receipt and Opening of Proposals:

- a) The Technical bid should be kept in a separate sealed envelope with superscription as for Developing the Information, Education & Communication (IEC) material on Awareness Generation for "Fortified Rice" and addressed to the Director, FCS&CA with full Name, Address and Contact details of the Firms
- b) The Financial bid should be kept in a separate sealed envelope with superscription as "Financial Bid for Developing the Information, Education & Communication (IEC) material on Awareness Generation for "Fortified Rice". Both the envelopes should be submitted duly sealed in one enveloped and addressed to the Director, FCS&CA with full Name, Address and Contact details of the Firms. Proposals are to be deposited in a tender box or sent by courier/speed/registered post on or before 3:00 P.M of the due date.
- c) Any Proposal received after the due date for submission of Proposals shall be rejected.
- d) The original proposal, 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 proposal must initial such correction. Submission letters for both Technical and financial proposals should respectively be in the format of TECHNICAL and FINANCIAL.

## 8.7 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) Bank Draft/Demand Draft towards E.M.D.
- c) Confirmation regarding furnishing Performance Security in case of award of contract.
- d) Affix stamp of Rs. 25 on Original RFP document duly stamped and signed in each page.
- e) Power of attorney in favour of signatory to RFP documents and signatory to Authorization letter.
- f) Copy of the certificate of registration of GST with the appropriate authority.
- g) Trading License from KHADC/JHADC/GHADC for Non Tribals
- h) 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.

  
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## 8.8 Financial Bid:

- a) The second envelope shall contain the financial proposal 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 proposal or on any other form demonstrating that the representative has been duly authorized to sign. The signed Technical and Financial proposals shall be marked 'ORIGINAL'.
- c) The original and all copies of the technical proposal including EMD, non-refundable court fee stamps of Rs. 10, documents shall be placed in a sealed envelope clearly marked 'TECHNICAL PROPOSAL'. Similarly, the original 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 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, RFP 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 proposal 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 proposal 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 proposal received by the Authority after the deadline for submission shall be returned unopened.
- f) The Proposal with conditions other than those specified in the RFP document is liable to be summarily rejected. No modification by the applicant in any of the conditions will be permitted after the proposal 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.
- 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.
- n) The rate quoted will be valid for 2 years.

## **SECTION IX: PROPOSAL OPENING**

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

## **SECTION X: 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, give his Letter of Acceptance along with Performance Guarantee.

## **SECTION XI: 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 XII: 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.

## **SECTION XIII: PERIOD OF VALIDITY OF PROPOSALS**

The proposals shall remain valid for a minimum period of 2 (two) years from the award of contract. However, the validity of the proposal 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 proposal validity will not be permitted to modify his proposal.

## **SECTION XIV: APPLICATION**

Submission of proposal against this offer shall bind the applicant for the acceptance of all the conditions specified herein unless otherwise agreed by the Authority.





## **SECTION XV: 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 XVI: 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 XVII: PAYMENT TO SELECTED AGENCY**

1. The selected Agency should submit a bill for payment for the work as detailed in the RFP and contract agreement thereof. The payment shall be made on completion of the entire work specified in the work order as per timeline upon satisfaction of the Authority or bill certified by the designated officer of the purchaser and after receiving funds from the government under head of account and ceiling.
2. 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 XVII: 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 RFP 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.



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2. Unless the penalty is waived by the The Director, Food & Civil Supplies & Consumer Affairs, Meghalaya, the successful Tenderer shall have to pay the penalty. In case the agency fail 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 XIX: 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.

## **SECTION XX: 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 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 proposal 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.



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## SECTION XXI: SPECIAL CONDITIONS OF CONTRACT-II

1. This RFP is illustrative in nature and all narrations are intended to be used by the applicant as a preliminary background explanation. This RFP 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 RFP process.
2. The Authority offers no warranties in regard to the information contained in this RFP and shall not be liable for any loss or damage as relates to this RFP for any applicant, potential applicant or any other third party arising as a result of reliance on this RFP 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 RFP 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 RFP.
6. The Authority will not be liable for any costs of any applicant participating in this RFP.
7. The submission of a response to this RFP by any applicant or potential applicant confirms the applicant or potential applicant's acceptance of all terms and conditions of this RFP.
8. Respondents to this RFP or their agents may not make any contact with any party employed or directly associated with the Authority as relates to this RFP.
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/ requests for clarifications on the RFP 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 addressed to [fcsca-meg@nic.in](mailto:fcsca-meg@nic.in) 5 day's prior Tender submission date.
13. **Amendment of RFP Document:** At any time prior to the deadline for submission of the RFP, FCS&CA Meghalaya may for any reason, modify the RFP 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 RFP, disqualify any applicant, at the applicant:



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- 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 proposal 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 4 (four) districts of Meghalaya i.e., EKH, WKH, Ri-Bhoi & Jaintia hills (west & east). The engagement of work may be extended to all the Districts in the State subject to availability of Funds. The successful bidder will have to undertake the assignment to other Districts.

**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.

## **17. SECTION XXII PAYMENT TERMS:**

- 1. Payment will be released by the Director, FCS&CA Meghalaya
- 2. Payment will be made on successful completion of work as per Agreement along with Terms and Conditions.
- 3. No Advance payment will be given.



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

To,  
**The Director**  
**Food, Civil Supplies & Consumer Affairs**  
**Lower Lachau miere,**  
**Shillong, Meghalaya-793001**

Dear Sir,

Sub: Selection of Authorized and Experienced Agency for Conceptualizing, Planning, Execution & Monitoring of communication plan for Outdoor, Print, social media and Public Engagement and for dissemination of IEC (Information, Education and Communication) Materials to 4 (four) Districts for a period of 6 months.

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

Please find enclosed herein along with the Proposal, the Demand Draft bearing number for Rs. 25,000/- (Rupees Twenty five thousand only) drawn in favour of the 'Director, Food, Civil Supplies & Consumer Affairs, Meghalaya' payable at Shillong towards the 'Earnest Money Deposit', dated this \_\_\_\_/\_\_\_\_/\_\_\_\_ of 2023.

We understand you are not bound to accept any proposal 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.
2. I/We further undertake that the information given in the RFP are true and correct in all respects and I/We hold the responsibility for the same.
3. 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.
4. 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.
5. 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:





## ANNEXURE - C: ASSIGNMENT OF SIMILAR NATURE SUCCESSFULLY COMPLETED DURING LAST TWO YEARS

1. Attach users' certificates regarding satisfactory completion of assignments.

Note: Attach extra sheet for above Performa if required.

Name: .....

Signature: .....

Sl.No	Assignment Contract No & date	Description of work/services provided	Contract price of assignment	Date of commencement	Date of completion	Address of organization with Phone No. where assignment done



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## **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

Dear Sir,

Sub: Selection of Authorized and Experienced Agency for Conceptualizing, Planning, Execution & Monitoring of communication plan for Outdoor, Print, Social Media and Public Engagement and for dissemination of IEC (Information, Education and Communication) Materials on Fortified Rice to 4 (Four) Districts for a period of 6 months.

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 RFP.

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 RFP, 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:



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## 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'	Tax amount 'B'	Total amount/Month (A+B)	In words
Developing the Information, Education & Communication (IEC) material on Awareness Generation for "Fortified Rice 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			



**Table-A**

Projected Volume of Work/Month

Particulars	Medium	Amount (INR) for total volume (activity wise)
Social Media Handle	Facebook	
	Instagram	
	Twitter	
	YouTube	
Content Development	Medium	
	Videos - Animated	
	Videos - Real	
	JPEG - Poster	
	JPEG - Hoarding	
	Infographics	
Other Media	Pamphlets	
	Brochure	
	Posters	
Offline Public Engagement		
<b>Total Amount for the whole activity per month</b>		

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 quoted the lowest rate shall be taken as the successful bidder and award the contract.
4. 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.

Signature.....

Name.....





## ANNEXURE - F : FINANCIAL STRENGTH OF THE FIRM

Sl. No.	Financial Strength	Turnover (in INR Lakh)
1.	<u>FY 2021-22</u>	
2.	<u>FY 2022-23</u>	
<b>Total</b>		
<b>Average for the last 2 years</b>		

(To be supported with Audited Financial Statements)

  
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## ANNEXURE - G: IEC ACTIVITIES CONDUCTED IN MEGHALAYA/OTHER STATES

### i) Past Experience

Sl. No.	Name of the IEC activity conducted	Department/Organization with address	Year

(\* furnish details in the table below, use separate tables for each project)

Sl. No.	Item	Details
1.	General Information Client Name Address	
2.	Campaign Details Name of the campaign Start Date/End Date Current Status (work in progress, completed etc.)	
3.	No. of locations	
4.	Brief description of scope of work	
5.	Size of the project Order Value of the project (in lakh)	

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**ii) Office locations**

Sl. No.	City	Address



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

Sl. No	Name of the Expert/Staff	Higher Education Qualification (specify the degree)	Year of passing	Board/University

### ANNEXURE - I : PROJECT OF MIN. -----LAKH BUDGET EXECUTED

Sl. No.	Name of the IEC Project/Department	Cost of the project (Rs in Lakh)	Duration	Completion status with completion certificate

### ANNEXURE - J: STATE LEVEL IEC EVENTS CONDUCTED

Sl. No	Name of the State level IEC event conducted and Department	Cost of event (Rs in Lakh)	Duration/date	Completion status with completion certificate

*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 proposal.*





## **ANNEXURE - K : PROFORMA FOR BANK GUARANTEE**

**To**

**The Director**

**Food, Civil Supplies & Consumer Affairs**

**Lower Lachau miere,**

**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 Planning, Execution & Monitoring of communication plan for Outdoor, Print, Social Media and Public Engagement for a period of 6 months 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 12 (Twelve) 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,  
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## ANNEXURE - L : DECLARATION BY BIDDER

I / We ..... agree that we shall keep our price valid for a period of minimum two years 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:

Affidavit before Executive Magistrate / Notary Public in Rs.100.00 stamp paper.



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Meghalaya, Shillong



## ANNEXURE - M : DRAFT CONTRACT FORMAT

### CONTRACT FORM FOR SELECTION OF AUTHORISED AND EXPERIENCED AGENCY FOR UNDER FCS&CA, MEGHALAYA

To,

**The Director**

**Food, Civil Supplies & Consumer Affairs**

**Lower Lachumiere, Shillong, Meghalaya-793001**

Contract No. dated

This is in continuation to this office's Notification for Award of contract No dated.

Name & address of the implementing Agency.....

Reference: (i) Request For Proposal No ..... Dated .....and subsequent Amendment No , dated ..... (if any), issued by the Tender Inviting Authority (ii) Selected Agency Tender No ..... Dated .....and subsequent communication(s) No .....Dated ..... (if any), exchanged between the Selected Agency and the Authority in connection with this tender.

THIS AGREEMENT made the ..... Day of.....2023 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, (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.

#### 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.



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

- e) Any other Terms and Conditions as cited in the RFP 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 2% (minimum) of the cost of the contract value] shall be furnished in the prescribed format given in the RFP 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

.....

.....

# **1. Approach and Methodology including plan of executing plan, quality, timeline etc.**

*\* Please attach a separate sheet for work plan if space is not enough*

## **2. Comments Schedule and Suggestions on the Scope of Work and Implementation (To be furnish by the implementing agency in case of any suggestion)**

*\* Please attach a separate sheet for work plan if space is not enough*

Dated: Shillong the \_\_\_\_ / \_\_\_\_ /2023





## **ANNEXURE - N: REQUEST FOR PROPOSAL**

The Director of Food, Civil Supplies & Consumer Affairs, Government of Meghalaya is inviting Tender from the interested or the authorized and experienced firms for appointment of agency(s) for Planning, Execution & Monitoring of communication plan for Outdoor, Print, social media and Public Engagement on Developing the Information, Education & Communication (IEC) material on Awareness Generation for "Fortified Rice" for FCS&CA, Meghalaya for a period of 6 months under FCS&CA, Meghalaya. The details of scope of work, Terms and conditions, etc. can be downloaded from <https://megfcsca.gov.in/>

Floating of Request For Proposal (RFP) Document: 05.05.2023.

Last date for submission of RFP Document: 23.05.2023 up to 03:00 pm

Any changes or any further notifications in respect to the above Request For Proposal (RFP) Document shall be made available only at the above mentioned website. Hence respective bidders are advised to visit the website regularly for the above purpose.

For any query Contact: 0364 -222 4108/ [fcsca-meg@nic.in](mailto:fcsca-meg@nic.in)

Director  
Food Civil Supplies and Consumer Affairs  
Meghalaya, Shillong.



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

## **ANNEXURE - O: PRESENTATION**

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

### **STRUCTURE OF THE PRESENTATION**

#### **1. About Agency – 3 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, branch offices etc.

#### **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 – 5 slides**



Director,  
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## ANNEXURE - P : BID SECURITY DECLARATION FORM

(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..... (herein after 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 Earnest Money Deposit (EMD) specified in above referred tender and
2. That we, the bidder, understand that we shall be automatically be suspended from being eligible for bidding in any contract with Department of Food Civil Supplies and Consumer Affairs, Government of Meghalaya (herein after referred to as purchaser) for a period of 2 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 proposal or on 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. That we, the bidders understand that this declaration shall remain valid up to Bid validity of tender or it should be executed automatically in case of 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.

Authorized Signatory of the Company

Office Seal

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Place: \_\_\_\_\_

Date: \_\_\_\_\_



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