



GOVERNMENT OF MEGHALAYA
DIRECTORATE OF FOOD CIVIL SUPPLIES AND CONSUMER AFFAIRS
HORSESHOE BUILDING, LOWER LACHUMIERE, SHILLONG-793001

NO. DSCA.77/2006/Pt.II/51

Dated Shillong, the 2nd July, 2025

EXPRESSION OF INTEREST (EOI)

Invitation for Expression of Interest (EOI) from Registered Voluntary Consumer Organisations (VCOs) for Undertaking Consumer Awareness and Publicity Activities in Meghalaya under the Consumer Welfare Fund (CWF).

As per **Government Memo No.SUP.80/94/Vol-II/1066 Dated: 16th May 2025**, the Directorate of Food Civil Supplies & Consumer Affairs, Government of Meghalaya, invites **Expressions of Interest (EOI)** from **registered, eligible, and experienced Voluntary Consumer Organisations (VCOs)** for undertaking activities aimed at enhancing **consumer education, publicity, and awareness** within the State of Meghalaya, in accordance with the guidelines of the **Consumer Welfare Fund (CWF)** of the Government of India.

This initiative seeks to promote and protect consumer rights and responsibilities through structured campaigns and outreach initiatives, with the support of capable VCOs having relevant expertise and experience in the domain of Consumer Welfare.

Director

Food Civil Supplies & Consumer Affairs
Meghalaya Shillong

Dated Shillong the 2nd July, 2025

MEMO No. DSCA.77/2006/Pt.II/51

Copy to: -

1. The Director Information & Public Relations, Meghalaya Shillong for causing wide publicity through local newspaper. (Bills in triplicate may be sent to the undersigned for necessary payment).
2. The Under Secretary to the Govt of Meghalaya, Food Civil Supplies & Consumer Affairs Department, Meghalaya Shillong.
3. Shri. H. Synrem. Senior Technical Director, NIC, Meghalaya Shillong – 793001 with a request to upload the Expression of Interest (EOI) in the Department website.

Director

Food Civil Supplies & Consumer Affairs
Meghalaya Shillong

1. Background:

The **Consumer Welfare Fund (CWF)** has been established under the directives of the Government of India to support consumer advocacy and education efforts. As per the funding pattern (90:10), the Government of India has contributed ₹5.00 Crores, while the Government of Meghalaya has provided ₹2.00 Crores as State Share, thereby creating a total corpus of ₹7.00 Crores. The fund is deposited in a **Savings Bank Account with the State Bank of India**, and only the **interest component** of the fund is to be utilised for approved activities.

The Committee constituted under the CWF is mandated to ensure the judicious use of this fund and to invite eligible VCOs to implement activities as per approved guidelines.

2. Objective:

The objective of this EOI is to:

- Identify and empanel eligible VCOs with proven experience in consumer welfare activities.
- Facilitate collaboration with VCOs to implement targeted awareness and publicity campaigns across Meghalaya.
- Ensure effective outreach to educate consumers on their rights, duties, grievance redressal mechanisms, and consumer protection laws.

3. Scope of Work:

The selected VCOs will be responsible for undertaking the following (but not limited to) activities:

- **Design and execution of consumer awareness campaigns**, including rural and urban outreach.
- **Publication and dissemination** of consumer-related information through print, electronic, digital, and social media.
- Organisation of **workshops, seminars, roadshows, and training programmes** for consumers and stakeholders.
- **Research, documentation, and development of educational materials** such as brochures, leaflets, posters, short films, and audio-visual content.
- Establishing **consumer helplines, mobile assistance units, and grievance redressal mechanisms**, if applicable.
- **Monitoring and reporting** of all activities undertaken with measurable outcomes.

4. Eligibility Criteria:

Interested organisations must fulfil the following minimum eligibility conditions:

- Be a **legally registered Voluntary Consumer Organisation (VCO)** under a relevant statute (e.g., Societies Registration Act, Trust Act, or equivalent legislation).
- Possess a **minimum of three (3) years of active experience** in consumer protection, education, or advocacy.
- Demonstrate a **track record of implementing awareness/publicity programmes**, preferably with government or institutional support.
- Be a **non-profit, non-political, and secular organisation** with sound administrative and financial management practices.
- Must not have been **blacklisted** by any Government agency or international organisation.
- Be willing to operate and implement the proposed activities within the territorial jurisdiction of Meghalaya.

5. Application Process:

Interested VCOs must submit a **duly signed and sealed proposal** along with the following documents:

1. Covering letter expressing interest and commitment to undertake consumer welfare activities in Meghalaya.
2. Certificate of registration and legal status of the organisation.
3. Organisational profile including details of governance, key personnel, and area of operations.
4. Proof of relevant experience (copies of reports, publications, project completion certificates, etc.).
5. Audited financial statements for the past three financial years.
6. A **brief concept note/proposal** outlining the type of consumer awareness/publicity initiatives the organisation proposes to undertake in Meghalaya, including tentative budget estimates.
7. PAN Card and bank details of the organisation.

6. Submission Details:

Proposals must be submitted in a sealed envelope clearly marked:

"Expression of Interest (EOI) – Voluntary Consumer Organisation for Consumer Welfare Activities in Meghalaya"

The application should be addressed to:

The Director

Directorate of Food Civil Supplies & Consumer Affairs

Horse Shoe Building (Ground Floor)

Lower Lachaumiere, Shillong – 793001

Email: fcsca-meg@nic.in | shai.war@gov.in

Last Date for Submission: 31st July 2025 (up to 5:00 PM IST)

Applications received after the deadline or found incomplete will not be considered.

7. Selection Process:

- All received proposals shall be evaluated by the Committee constituted under the CWF.
- Shortlisted organisations may be called for presentations or further clarifications.
- Final selection will be subject to the Committee's approval and will be governed by the existing guidelines of the Government of India for utilisation of the Consumer Welfare Fund.
- The Directorate reserves the right to accept or reject any application without assigning any reason thereof.

8. General Conditions:

- This EOI does not constitute an offer by the Government of Meghalaya.
- No funding commitment is implied at this stage.
- Selected organisations will be required to sign a formal agreement with the Directorate of Food Civil Supplies & Consumer Affairs.
- All activities will be subject to **monitoring, reporting, and audit requirements** as specified by the Committee.

For any queries or clarifications, applicants may contact the Directorate at the above email addresses during working hours.