

EOI for Empanelment of Agencies for Creative Content Creation & Documentation

EXPRESSION OF INTEREST (EOI)

For

Empanelment of Agencies for Creative Content Creation & Documentation

For

MEGHALAYA STATE RURAL LIVELIHOODS SOCIETY (MSRLS)

Community & Rural Development Department

Government of Meghalaya

2nd Floor, Montfort Building, Dhankheti,

Shillong, Meghalaya – 793001,

Phone: 0364-2502130,

Email: msrls2011@gmail.com

**MEGHALAYA STATE RURAL LIVELIHOODS SOCIETY (MSRLS),
Community & Rural Development Department, Government of Meghalaya**

TENDER NOTICE

Notice No.

Dated

Main Portal: <https://msrls.nic.in/>

The Chief Executive Officer, MSRLS, Government of Meghalaya (India) invites sealed proposals for EOI for **Empanelment of Agencies for Creative Content Creation & Documentation** for MSRLS. Empanelment duration is 24 Calendar Months from the date of appointment.

Details of Tender:

The Authority invites bidders to submit their interest in **Empanelment of Agencies for Creative Content Creation & Documentation** for MSRLS. MSRLS would shortlist agencies and request technical and financial proposal for awarding work.

Date of Issue of EOI	
Bid Submission Mode	Submission through physical mode/courier/post at The CEO, Meghalaya State Rural Livelihood Society, 2 nd Floor, Montfort Building, Dhankheti, Shillong-793001, East Khasi Hills district, Meghalaya
Last Date of Submission	20 th December, 2021
Office Address	The CEO, Meghalaya State Rural Livelihood Society, 2 nd Floor, Montfort Building, Dhankheti, Shillong-793001, East Khasi Hills district, Meghalaya
Contact Details of MSRLS	Tel. No: 9863059666/7002998739 Email: mismeghalaya@gmail.com

1. BACKGROUND

As per the guidelines of National Rural Livelihood Mission (NRLM), the Government of Meghalaya has formed a state society under the name - Meghalaya State Rural Livelihoods Society (MSRLS). The society has been designated as the Nodal Agency for implementing NRLM in the state. The basic purpose of forming this society is to put in place a dedicated and sensitive support structure from the State level down to the block level which will focus on building strong and self-managed institution of the poor at different levels.

The main objectives of MSRLS are as follows:

- To assess and inventories the rural livelihoods options of the State's rural poor and evolve specific strategies against each one of these options.
- To eliminate poverty among the rural people by improving their capacities and opportunities to participate in their own development.
- To make necessary interventions to create and empower active and affinity based groups of the rural poor.
- To make necessary interventions to create income security opportunities for the rural poor.
- To strengthen the village institutions so that they collaborate with, and influence the democratic institutions, to become more inclusive, accountable and effective.
- To bring about coordination, convergence and synergy among the various poverty alleviation programmes of the State and Central Governments with a view to accelerating the process of elimination of rural poverty in the State.

MSRLS conducts several programs and initiatives as well as events to fulfil the above objectives. The current EOI is related to empanelment of Agencies who would cover and document the various programs, initiatives and events which MSRLS conducts and provide Content & Documentation in the form of Live Virtual Feeds, Reports, Newsletters, Photographs, Videos, Social Media Content, Brochures, Posters, etc. for publishing through appropriate platforms.

2. VALIDITY OF OFFER

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

3. TERMS OF REFERENCE

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

4. QUALIFICATION CRITERIA

SN	Criteria
1.	The Bidder shall be agencies/firm/ company/ partnership/ Limited Liability Partnership (LLP) /proprietorship/ Govt. undertaking registered under the Indian Companies Act, 1956/ Indian Partnership Act, 1932 (whichever is applicable) and who have their registered offices in Meghalaya. All subsidiary/ holding/associate/ affiliates in India shall be treated as one entity.
2.	The Bidder must have registered office in Meghalaya.
3.	The Bidder should not have been blacklisted or Barred by any State Government, Central Government or any other Public Sector Undertaking or a Corporation or any other Autonomous organization of Central or State Government as on Bid submission date.

5. EVALUATION CRITERIA AND METHOD OF EVALUATION

- Screening of EOIs shall be carried out as per eligibility conditions mentioned in this document and based on verification of testimonials submitted.
- EOI will be evaluated for short listing inter alia based on their past experience of handling similar type of project, strength of their man power and proficiency in local languages, financial strength of firm and presentation / proposal to the selection committee whose decision will be final.
- The agencies may be requested to make a presentation, if required, to a selection committee showcasing their proposals
- MSRLS will take up references and reserves the right to pay due heed to the Bidder's performance elsewhere.
- Short listed agencies will be issued Bid Documents and asked to submit their price proposal in a sealed envelope.

6. INSTRUCTIONS TO BIDDERS

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

The Bidder shall submit an envelope clearly labelled: "Empanelment of Agencies for Creative Content Creation & Documentation for MSRLS, Government of Meghalaya", and containing:

1. Bid Cover Letter – Format 1
2. Bid Technical Submission – Format 2
3. Bidder's Financial Strength – Format 3.
4. Bidder's experience in similar projects – Format 4
5. Resource Deployment – Format 5 (refer the Terms of Reference for required resource profiles).
6. All supporting documentations as specified in Format 2 of this document.

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

7. MODE OF WORK ALLOTMENT

- The agencies shall ensure that the Content & Documentation provided will be on themes/subjects to be decided in consultation with MSRLS within the time frame conveyed for each work assigned
- For every work assigned, the time frame in which it is required will be conveyed by MSRLS. The time frame will be based on requirements and cannot be pre-determined. The Agency may at times be required to provide the Content at a very short notice.
- The Agency will be required to provide Content & Documentation in any of the 4 base languages - English, up to 3 local languages. The cost for translation shall be as per the Financial Bid of the Agency.
- The charges for Content Creation & Documentation shall be as per the Financial Bid submitted by the Agency and shall be inclusive of the cost of conceptualization, designing, copywriting and final output.
- The quantum of work would be specified to the shortlisted bidders which would only be an estimation of required work. The quantity may vary as per requirements of MSRLS. Payment to the Agency shall be made on the basis of actual work done. For any additional quantity of work pertaining to items of work included in the Terms of Reference, payment shall be made on the basis of unit-wise cost estimates to be submitted by the Agency. Any payment required for miscellaneous creative work as required by the Client shall be made on the basis of cost estimates to be submitted by the Agency, with rate reasonability to be decided by a Committee constituted for the purpose.
- At the end of the Contract Period, the Agency shall transfer the inventory stock for all creative material as per the MSRLS's requirements either back to MSRLS or to another Agency identified by the MSRLS.

Format 1 – Cover Letter

[Date]

To,

The CEO,
Meghalaya State Rural Livelihood Society,
2nd Floor, Montfort Building,
Dhankheti, Shillong-793001,
East Khasi Hills district, Meghalaya

Subject: EOI for Empanelment of Agencies for Creative Content Creation & Documentation for MSRLS, C&RD Department, Government of Meghalaya

Sir/Madam,

With reference to your EOI Document dated _____. We, having examined all relevant documents and understood their contents, hereby submit our Proposal for Empanelment of Agencies for Creative Content Creation & Documentation as required for the project.

Our correspondence details with regard to this EOI are:

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

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

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

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

Yours faithfully,

(On Behalf of Company Name)

(Signature, name and designation of the authorized signatory)

Format 2 – Bid Technical Submission**A. General Details**

Sl.No	Legal Name of the Agency	
1.	Registered Office Address	
2.	Agency is blacklisted by Government	
3.	Agency registered under which Act	
4.	Registration Number and Date of Registration	
5.	Total Working experience	
6.	Similar Experience in Social Sector (Core competency) w.r.t Government Agencies/PSUs and Private organizations	____ Years (Format 4 with Work Orders / Completion Certificates as Proof)
7.	Staff strength for in-house production & technical support team	____ nos. (Format 5)
8.	Annual Turnover Certificate for three years	Format 3 with Turnover Certificate as Proof to be attached

B. Team Composition

- a) Brief Background of the Firm
- b) Team Profile
- c) Team Structure

Format 3 – Financial Strength

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

Format 4 – Experience in Similar Projects

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

(Add more records if needed)

Format 5 – Resource Deployment

Sl. No.	Name of the Expert/Staff	Proposed Position	Higher Education Qualification (specify the degree)	Board/University	Total Work Experience	Work Experience (Last 3 Years)

Annexure 1 - Terms of Reference

Scope of Work will be as below: -

Creative Content Creation for Newsletters, Reports, Newspaper Ads, Brochures, Fliers, Leaflets, Pamphlets, etc.

- The selected agency will be required to carry out the digital art work/ infographic designing/ graphic designing/ image work (high resolution images) in the required sizes as per requirement by MSRLS.
- Design and create content for Brochures, Flyers, Leaflets, Pamphlets, etc. designing for initiatives / programmes & events as per the requirement by MSRLS.
- Draft strip Ads, Quarter Page Ads, Half Page Ads. The agency needs to resize edit materials as per requirement by MSRLS.
- Draft content for Write-ups, Short Stories, Newsletters, Annual Reports, etc.

Videos and Graphical Contents

- The selected agency will be responsible for conceptualizing, creating, and producing the digital films under this engagement
- Create Promotional Videos: Video Films – (in English and local languages) on themes provided by MSRLS.
- Create videos as testimonials from government beneficiaries.
- Create short animation videos for government programs.
- The selected agency will be responsible for conducting Video Live streams & Broadcast for Events & Programs conducted by MSRLS on requirement.

Social Media Creatives

- Selected agency needs to design and post in various social media on themes decided by MSRLS.
- Selected agency needs to post videos, graphical contents, animated messages in social media

Resource Deployment Requirement

Agency must provide proposed resources for all the below key roles:

1. Project Manager: Provide strategic guidance and allocation of task / Review contents, proof reading and validations / Plan and report Task Progress / Coordinate with MSRLS for all requirements
2. Video and Digital Content Expert: In charge of all Video & Digital Creative Content Creation & Documentation
3. Graphic Content Designer: In charge of all Graphical Creative Content Creation & Documentation

The above is an indicative requirement only, agencies may propose any other profiles deemed appropriate for the requirement.