



GOVERNMENT OF MEGHALAYA
MEGHALAYA STATE RURAL LIVELIHOODS SOCIETY

(The Nodal Agency of Govt. of Meghalaya for Implementing NRLM, Ministry of Rural Development, Govt. of India)
Montfort Building, 2nd Floor, Dhankheti, Shillong-793001

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☎: 0364-2502130

MSRLS/SMMU/806/SARAS FAIR VOL-I/ 2018 / 11573

Dated Shillong the 9th May 2023

EOI Details

The office of Meghalaya State Rural Livelihoods Society, Nodal agency under Community and Rural Development Department (C&RD) invites Agencies to submit their proposal for Empanelment of Design Branding Printing/ Media & Advertising, Photography/ Videography/ Pandal, Venue Management/ Hospitality/ Logistics Agency for 4th Meghalaya SARAS Aajeevika Fair 2023-2024 to be held in Shillong from the 22nd May – 31st May 2023.

1. Date of Issue of EOI – 9th May 2023
2. The initial offer for EOI shall be valid for (45) days. This may be extended further if required by MSRLS.
3. EOI Proposal Submission Mode - Submission through physical mode/courier/postal / to -
The Chief Executive Officer, Meghalaya State Rural
Livelihoods Society- Livelihood Sector 2nd Floor, Montfort
Building, Dhankheti- Shillong 793001
4. Date of Submission- On or Before 12th May 2023
5. Date of Bid Opening- 2:00 P.M 12th May 2023

Contact Details –8731028298/srlslpmarketing@gmail.com

Forms can be downloaded: <https://msrls.nic.in/>

About Meghalaya State Rural Livelihoods Society (MSRLS): MSRLS is the nodal agency under Community and Rural Development, Government of Meghalaya for the implementation of the flagship programme National Rural Livelihoods Mission in the state of Meghalaya.

About SARAS Aajeevika Fair: SARAS Fair is an initiative by the Deendayal Antyodaya Yojana-National Rural Livelihoods Mission [DAY-NRLM], Ministry of Rural Development (MoRD), Govt. of India to bring the rural women SHG members formed under DAY NRLM, under one platform to showcase their skills, sell and build linkages with potential market players/ buyers, either individuals or bulk buyers for sale nationally / internationally with an aim to create long term businesses.



Ch. Ramakrishna (IAS)
Jt. Secretary Finance, GoM and
Chief Executive Officer
Meghalaya State Rural Livelihoods Society
Meghalaya State Rural Livelihoods Society
Shillong

QUALIFICATION 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). All subsidiary/ holding/associate/ affiliates in India shall be treated as one entity.
2. The Bidder must have its registered office in Meghalaya.
3. The Bidder must have experience in executing similar Events of similar scale in the last 3 years.
4. The Bidder shall have a minimum Average Annual Turnover of:
 - a) INR. 2 crore in the past three financial years preceding the EOI submission date from similar activities as sought in this EOI applying for Pandal, Venue Management, Hospitality, Logistics.
 - b) INR 1.5 crore in the past three financial years preceding the EOI submission date from similar activities as sought in this EOI applying for Media and Web Work
 - c) INR 25.00- 30.00 Lakhs in the past three financial years preceding the EOI submission date from similar activities as sought in this EOI applying for Design and Printing Work
5. Valid Trading License for Non-Tribal issued by the concerned Autonomous District Council.
6. ST/SC Certificate (if applicable)
7. 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

CRITERIA AND SELECTION METHOD

1. The screening of all EOIs received shall be as per eligibility conditions mentioned in this document and based on verification of certificates / attachments submitted by the bidder.
2. State Level SARAS FAIR committee to evaluate all EOIs based on their past experience of handling similar projects and the firm's financial strength. The committee's decision will be final
3. Firms will be shortlisted based on the following scores: -
 - i. Financial Strength of the Firm: 50%
 - ii. Past Experience of handling Similar type of Project: 50%
4. Empanelled agency /agencies will be awarded work based on their capabilities and specialisation.
5. The selected **Agency** will be issued Work Order based on an agreed upon price proposal.
6. Once again, the State Level SARAS FAIR committee decision will be final.

INSTRUCTIONS

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

The Agency shall submit an envelope clearly labelled: **“Empanelment of Design Branding Printing/ Media & Advertising, Photography/ Videography/ Pandal, Venue Management/ Hospitality/ Logistics Agency for 4th Meghalaya SARAS Aajeevika Fair 2023-2024 to be held in Shillong from the 22nd May – 31st May 2023.**

1. Applicant Cover Letter – Format 1
2. Applicant's Technical Submission – Format 2
3. Applicant's Financial Strength – Format 3
4. Applicant's experience in similar projects – Format 4
5. All supporting documentations as specified in Format 2 of this document
6. A self – declaration on a non-judicial stamp paper – Format 5

The signature of the applicant, along with his/her stamp must be present on every printed page of the submitted EOI

Format 1 – Cover Letter

[Date]To,

The Chief Executive Officer

**Meghalaya State Rural Livelihoods
Society, Dhankheti**

Shillong-793001,Meghalaya

Sir/Madam,

Subject: EOI for Empanelment of **“Empanelment of Design Branding Printing/ Media & Advertising, Photography/ Videography/ Pandal, Venue Management/ Hospitality/ Logistics Agency for 4th Meghalaya SARAS Aajeevika Fair 2023-2024 to be held in Shillong from the 22nd May – 31st May 2023.**

Sir/Madam,

With reference to your EOI Document dated __. We have examined the published documents and understood their contents. We hereby submit our Proposal for Empanelment of **“Empanelment of Design Branding Printing/ Media & Advertising, Photography/ Videography/ Pandal, Venue Management/ Hospitality/ Logistics Agency for 4th Meghalaya SARAS Aajeevika Fair 2023-2024 to be held in Shillong from the 22nd May – 31st May 2023 as required.**

Our correspondence details with regard to this EOI are:

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

We certify that all information provided in the proposal and those attached are true and correct and that nothing has been omitted which renders such information misleading. All documents accompanying this proposal are true copies of their respective originals. We shall make available any additional information that may be deemed necessary or required for supplementing or authenticating the EOI. We understand that neither submitting this proposal nor getting short-listed means a Work Order and agree and undertake to abide by the terms and conditions as set in the EOI document.

Yours faithfully,

(On Behalf of Company Name)

(Signature, name and designation of the authorized signatory)

Format 2 – Bid Technical Submission

1. Legal Name of the Agency
2. Registered Office Address
3. Agency is blacklisted by Government
4. Agency registered under Act
5. Registration Number and Date of Registration
6. Working Experience in total
7. Similar Experience in Advertising & Events w.r.t Government Agencies/ PSUs and Private Firms - ____ Years (Format 4 with Work Orders / Completion Certificates as Proof)
8. Annual Turnover Certificate for three years (FY 2019-2020/ 2020-2021/ 2021-2022) -Format 3 with Turnover CA Certificate as Proof to be attached

Format 3 – Financial Strength

S. No	Financial Year	Whether profitable Yes/No	Annual Net Profit (INR)	Overall Annual Turnover (INR)
1.	2019-2020			
2.	2020-2021			
3.	2021-2022			

Format 4 – Experience in Similar Projects

Sl. No.	Project Name and Client Name	Project Details	Contract Dates (Start Date –End Date)	Contract values(INR)
1.				
2.				
3.				

(Add more records if needed)

Format 4 – Self-Declaration**Self - Declaration Form**

I / We the undersigned do hereby declare that I / we have never been blacklisted and / or there were no debarring actions against us for any default or misdeed 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 EOI submission date.

In the event of any such information pertaining to the aforesaid matter found at any given point of time prior or during the course of the timeline of work my Empanelment and / or Work Order may be immediately terminated / cancelled without any notice and action as deemed suitable may be taken.

Date:

Yours faithfully,

Place:

Annexure-I**Scope of Work: PANDAL/VENUE MANAGEMENT**

	ITEMS	Per
1	Hanger Water Proof (100'x 120') (W/F)	Sq.ft
3	Stall Complete 200 Nos (Including Lounges)	Sq.ft
4	Lounges Photo Booth complete (W/F)	Sq.ft
5	Stage Ramp masking & Carpet (W/F)	Sq.ft
6	White Cushion Chairs VIPs (Deluxe)	Each/Day
7	Sofa (2 Seater) white VIPs	Each/Day
8	Podium	Each/Day
9	Carpetting of Venue (W/F)	Sq.ft
10	Electrification-Cabling and distribution (L/S) (W/F)	Sq.ft
11	DG Set of 63KV (Fuel for Generator)	Per Day
12	Sound System complete	Per Day
13	Flower Decoration of stage to be changed alternate days (W/F)	For whole event
14	Boquet	Per piece
15	Flower Pots	Each Day
16	Plastic Chairs	Per Day
17	Table with Cover (Fibers)	Each Day
18	Table with Cover (wooden)	Each Day
19	Power Plugs +LE Lights (W/F)	
20	Cooking Area 3 sides covers. (W/F)	Sq.ft
21	Fire Extinguisher (W/F)	Each/ Day
22	Sintex Water Storage 500 ltr	Each/ Day
23	Water Supply 1500 ltr	Per Trip
24	Dustbins Bamboo (W/F)	Each Day
25	Garbage Bags (W/F)	For whole event
26	Bio Toilets with Cleaning water supply	Per/Day
27	LCD Screens	Sq.ft
28	Drinking Water 20 Ltrs with Dispenser	Each /Per Jar
29	Disposables cups	Per Packet
30	Main Gate Complete	W/F
31	Hoarding Lights (W/F)	Each
32	Platform for whole Hanger (W/F)	Sq. ft
33	Extra Side Cloth Masking (W/F)	Sq.ft
34	Pagoda tent 'White 20x20'	Each/Day
35	Canopy tent 'White 10x10'	Each/Day
36	Round Tables with covers	Each/ Day
37	Coffee tables	Each/Day
38	Colored flag poles	Each/ Day
39	Transportation	Per Trip
40	Par lights (W/F)	Each
45	Rice Lights (W/F)	Sets
46	Strip Lights (W/F)	Sq. ft
47	LED Halogen (W/F)	Each
48	Jhar (W/F)	Each
49	Globes with Bulbs (W/F)	Each

Estimated Budget: 25.00 Lakhs

Scope of Work: DESING, BRANDING AND PRINTING

SN.	ITEMS	Description	Cost Per Piece/ Per Unit/ Per Sq.Ft	
			Design	Printing
1	Brochure Booklet	8X8inch Booklet Design for Saras Aajeevika 2023		
2	Pamphlets	A4 Pamphlet Design		
3	Inauguration Invitation Card	Inauguration Invitation Card printed in Textured Paper - 5X7in		
4	Event Invitation Card	e-invite Only		
5	Newspaper Advertisements	Multiple Advertisement Designs for Newspaper for Saras Aajeevika 2023 (Design only)		
6	Posters	Publicity Poster for Saras Aajeevika 2023 - 12X18in (INCLUSIVE OF INSTALLATION/ PASTING/ MANDAYS)		
7	Event Ground Layout	Design & Layout of Ground for Saras Aajeevika 2023 - 5X4ft (Printed on Vinyl Sunboard)		
8	Flyers	Flyers for Pre-Event Publicity		
9	Poster (Design only)	Social Media Posters for Saras Aajeevika 2023		
10	Certificates	Certificates for Participants		
12	Mementos	Mementoes and awards for Participants		
13	Fascia	Stall Names (LOUNGES/ BOOTHS/ PRODUCTS) - 4ftX8inches		
14	Backdrops	Backdrops for Event Venue Branding - 30X12ft (Square Pipe Mounting)		
15	Signage	Signages for Lounges, Parking, Toilets, etc. (18X4inches) Vinyl Sunboard		
16	Photo Booth	Photo Booth for taking photographs (Flex Printing mounted on square pipe) (10X8ft)		
17	Dropdown Banners	Dropdowns for Event Branding (3X10ft) (Flex Printing & Mounting)		
18	ID Badge and Lanyard	Printed Lanyards with ID Pouch for Officials/ Seller		
19	ID badge	Non Printed Lanyards with ID Pouch		
20	Car Passes	Car Passes for Participants, officials, etc.		
21	Stage	Stage Design with Traditional Theme and Event Branding with thatch with 6ft raised platform		
22	Gate	Gate Design with Traditional Theme and Event Branding		
23	Art Installation	Ethnic & Traditional Art Installation for Saras Aajeevika 2023		
24	Roll-Up Standees	Theme based for Venue		

Estimated Budget: 5.00 Lakhs

Scope: Media/ Photography/ Videography/ Advertisement

	SCOPE OF WORK	ACTIVITY	PER	COST
1	Draft and finalize post review by MSRLS a comprehensive Publicity & Promotion Plan.	-	-	-
2	Create Video Promotional Content in consultation with MSRLS to be used for Promotions (across social media, TV, Radio) and/or to be aired at the Event Venue as part of Event Program	<i>Video Production of a 30second to 1 minute promotional video using relevant footage/photos + infographics/animations to communicate various aspects of Meghalaya Saras Aajeevika Fair 2023-24. Video will be refactored as smaller 10second, 15 second versions also.</i>	Video	
3	Run Event Promotional Activities through social media / Radio / Local TV Channels, etc.	<i>Red FM - 20 second Promos at an estimated 5 promos per day for 10 days</i>	Slot	
		<i>BATESI - YouTube Advertisement on News Stories for 10 Secs for an estimated 5 videos</i>	Video Placement	
		<i>PCN - YouTube Advertisement on News Stories for 10 Secs for an estimated 5 videos</i>	Video Placement	
4	Documentation of the event both photo and video (with visual infographics of the event outcomes). The agency must submit final edited video coverage of the Events including the Raw Footages to MSRLS post the event.	<i>Photography Coverage (quoted per man day. An estimated 2 photographers will be required per day for coverage)</i>	Man Day	

Estimated Budget: 5.00 Lakhs