

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 – 6th April 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, Monfort Building,
Dhankheti- Shillong 793001


4. Last Date of Submission—25th April 2023 at 4:00 P.M

Contact Details –8731028298/srslpmarketing@gmail.com

About Meghalaya State Rural Livelihoods Society (MSRLRS): 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
Chief Executive Office
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 2020- 2021/ 2021-2022/ 2022-2023) -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.	2020-2021			
2.	2021-2022			
3.	2022-2023			

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:

MSRRLS

Annexure 1:

Design, Branding and Printing Work

SN.	Deliverables	Description	Cost Per Piece/ Per Unit/ Per Sqft	
			Design	Printing
1	Logo	Logo Design for Saras Aajeevika 2023 (Design only)		
2	Letterhead	Letterhead with Saras Aajeevika 2023 Branding		
3	Envelope	Envelope with Saras Aajeevika 2023 Branding		
4	Letters	Various Letters with Saras Aajeevika 2023 Branding		
5	Brochure Booklet	8X8inch Booklet Design for Saras Aajeevika 2023		
6	e-Brochure (Design only)	e-brochure for website		
7	Pamphlets	A4 Pamphlet Design		
8	Folders	Folder Kit for Notepads and Letters		
9	Schedule Card	Schedule Card for Participants to be placed inside folders		
10	Notepad	Notepads for Participants to be placed inside folders		
11	Branded Pens	Saras Aajeevika 2023 Branded Pens for Participants to be placed inside folders		
12	Inauguration Invitation Card	Inauguration Invitation Card printed in Textured Paper – 5X7in		
13	Event Invitation Card	Event Invitation Card printed in Textured Paper – 5X7in		
14	Newspaper Advertisements	Multiple Advertisement Designs for Newspaper for Saras Aajeevika 2023 (Design only)		
15	Posters	Publicity Poster for Saras Aajeevika 2023 – 12X18in		
16	Tent Cards	Tent Cards for Publicity in Hotels, Restaurants and other eateries		
17	Event Ground Layout	Design & Layout of Ground for Saras Aajeevika 2023		
18	Flyers	Flyers for Pre-Event Publicity		
19	Billboards	Billboards for Pre-Event Publicity		
20	Social Media Poster (Design only)	Social Media Posters for Saras Aajeevika 2023		
21	Certificates	Certificates for Participants in Competitions		
22	Cash Memos	Cash Memos to be used for stalls		

23	Food Coupons	Food Coupons to be used for participants		
24	Tickets	Tickets for People entering Saras Aajeevika 2023		
25	Mementos	Memontoes and awards for Participants		
26	Nameplates	Nameplates for placing on table		
27	Stalls Names	Stall Names for Participant		
28	Roll Up Standees	Roll Up Standees for Event Venue Branding		
29	Backdrops	Backdrops for Event Venue Branding		
30	Signages	Signages for Parking, Toilets, etc.		
31	Reception Counter	Counter Signages		
32	Banners	Different Banners for Placement at Venue		
33	Photo Booth	Photo Booth for taking photographs		
34	Pillars Dropdowns	Pillars Dropdowns for Event Branding		
35	Flag Poles	Flag Poles for Event Branding		
36	LED Backdrop (Design only)	LED Backdrop Design		
37	ID Badge and Lanyard	Printed Lanyards with ID Pouch for Participants		
38	Dummy Cheques	Dummy Cheques for Participants in Competitions		
39	Car Passes	Car Passes for Participants, officials, etc.		
40	Stage	Stage Design with Traditional Theme and Event Branding		
41	Gate	Gate Design with Traditional Theme and Event Branding		
42	Art Installation	Ethnic & Traditional Art Installation for Saras Aajeevika 2023 (Garo &Khasi)		
43	Pillars	Pillars for Event Venue Branding		
44	Report on SARAS Aajeevika 2023	After Event Report Design for Saras Aajeevika 2023		
45	Branding (Flag Poles) 2x5			
46	Hoarding Ads	Advertisement in Prime Location of the City		
47	Radio Ads	Advertisement Campaign in Leading Radio Channels		
SN	MEDIA, ADEVERTISING/ PHOTOGRAPHY/ VIDEO GRAPHY			
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.	
3	Run Event Promotional Activities through social media / Radio / Local TV Channels, etc.	
4	Documentation of the event both photo and video (with visual info-graphics of the event outcomes). The agency must submit final edited video coverage of the Events including the Raw Footages to MSRLS post the event.	
5	High resolution images and photographs of Event Coverage	
6	Arrangement for Live Broadcast of Event on Digital Platforms	
7	Post Event Analytics & Event Report	
8	Function as organizations lead social networker and manage social media presence.	
9	Media Content (Photography + Videography) Creation for Pre-Event and Post-Event Testimonials + Photography Coverage	
10	Photography of the Event for population on the website as per parameters specified by the MSRLS.	
11	Set up and maintain a website exclusively for Livelihood and Marketing as the main platform for promotion & publication of the Main Event organized by MSRLS and link with the existing website of MSRLS	
12	Development of a sub application that will go LIVE after the commencement of the Event, which will present important and useful event details and other important information for registered Visitors and Exhibitors.	
13	Timely content updates on Event website.	
14	Tracking of Registrations and ensuring that they are acknowledged with an e-ticket or a response email.	
15	Module for Online & Offline Registrations.	

D)

	SCOPE OF WORK – PANDAL & VENUE MANAGEMENT	Costing (Per Unit/ Per Sq Ft/ Per Piece)
1	Erection of water proof, aesthetically organized with side wall main pandal of size 80x250/ 100x120 with 200 Optimum Stalls (including 5 Separate Lounges, 1 Photo Booth	
2	Construction of temporary stage size 40 x 20 x 3 feet with required Masking, Carpet and Ramp of appropriate width	

	having slope/ steps on either side of stage	
3	Chairs with cushion with white cover for VIP area	
4	Chairs with cushion for distinguished senate members at stage	
5	VIP two-seated sofa with cover	
6	Podium-Acrylic/Digital	
7	Non-woven synthetic carpet to cover stage	
8	Carpeting of venue to cover sitting area, stage, passage, entrance and other area inside Pandal and surrounding (as specified and required)	
9	Electrification-Cabling and distribution, main panel and sub panel erection, Internal Lighting, etc. with suitable devices. Electricity for the event shall be through DG sets only.	
10	DG Set of 63KV	
11	Sound System which includes the following (quantity of each item as required): <ul style="list-style-type: none"> · Line array- (Each speaker box contains 1 low 3horn tweeter) – Vrx type Provide · Sub (Each Sub contains 2 woofers) Provide LX118 R · Amplifier Lab Gruppen · Stage Monitors JBL SrxPrx 512 · Side Fill JBL SRX 725/EAWi · Speaker management system XTA · Multi-channel sound console Allen-n-heath · Dual CD player Denon/Pioneer · Cordless Microphones Sennheiser ew 300 · Podium Mic AKG 	
12	Decoration <ul style="list-style-type: none"> · Flower decoration of stage · Bouquet – 10 Nos · Flower Pots with flower for venue – 100 Nos 	
13	Plastic Chairs	
14	Tables	
15	Power Plug and 2 LED Lights per stall	
16	Cooking Area with 3 Sides Cover with fire resistant material	
17	Cooking and Cleaning Water Supply for 5000 litres daily	
18	Garbage Collection and Cleaning on Daily Basis	
19	Dustbin - (Bamboo) with Garbage Bags	
20	Movable Lavatory with water and cleaning agents (Lizol/Cross/ Handwash) Daily Basis	
21	LCD Screens	
22	Drinking Water with Dispenser and Disposable cups	
23	Main Gate	
24	Hoarding Light	

25	Decoration Lights	
	SCOPE OF WORK – HOSPITALITY AND LOGISITCS	Per Unit/Per Head
1	Lodging Per Head Per Night (2 Star level)	
2	Lodging Per Head Per Night (1 Star level)	
3	Lodging Per Head Per Night (Dormitory)	
4	Fooding Per Head Per Day (2 Star level)	
5	Fooding Per Head Per Day (1 Star level)	
6	Fooding Per Head Per Day (Dormitory)	
7	Bus with Seating/ Standing Capacity of 35 person	
8	Car with seating capacity of 6 person	

MSRSL