

GOVERNMENT OF MEGHALAYA

DIRECTORATE OF COMMERCE AND INDUSTRIES

Plot No. L/D-15, Lower Nongrim Hills, Shillong- 793003 Email: industries-meg@gov.in

No. M/Dind/MSME/30/2025/20

Dated Shillong, the 17th November 2025

In reference to the Request for Proposal (RFP) for “Hiring of Agency for Information, Education and Communication (IEC) Activities Under Raising and Accelerating MSME Performance Scheme (RAMP)”, RFP no. M/Dind/MSME/30/2025/7 dated 29-October 2025, the corrigendum is being released against the queries received from interested bidding parties.

The corrigendum is being floated at www.megindustry.gov.in, under Raising and Accelerating MSME Performance (RAMP), a Central Sector Scheme of Ministry of MSME supported by the World Bank.

Sd/-

Director of Commerce and Industries

GOVERNMENT OF MEGHALAYA

DIRECTORATE OF COMMERCE AND INDUSTRIES

Plot no. L/D 015, Lower Nongrim Hills, Shillong – 793003, Email: industries-meg@gov.in

No. M/Dind/MSME/30/2025/19

Dated Shillong, the 17th November 2025

Corrigendum – Changes to RFP and Response to queries

Name: Request for Proposal (RFP) For Hiring of Agency for IEC Activities Under Raising and Accelerating MSME Performance Scheme

RFP No.: M/Dind/MSME/30/2025/7 dated 29.10.2025

Part I: Changes to the RFP

Sl.	Clause number	Original Clause	Modified Clause
1	Clause 9 - Technical Bid	The Bidder must submit all required documents for the above assignments along with the technical expertise, experience, proof for similar assignment handled in the past and other relevant details as a part of technical bid along with the format laid out in Annexure 1-16 (except Annexure 4 which shall be submitted in a separate envelope as part of its Financial Bid), as applicable and upload the documents on online on RFP Portal	The Bidder shall submit its Technical Bid in hard copy at the office of the Authority, comprising all requisite documents evidencing its experience for the assignments along with the technical expertise, experience, proof for similar assignment handled in the past and other relevant details as a part of technical bid along with the format laid out in Annexure 1-16 (except Annexure 4 which shall be submitted in a separate envelope as part of its Financial Bid), as applicable, at Directorate of Commerce and Industries, Shillong
2	Clause 10 - Financial Bid	The Bidder shall submit the Financial Bid strictly in the prescribed format provided in the Annexure 4. The Financial Bid must be submitted to the Commerce and Industries Department offline in hard copy form. The hard copy shall be duly sealed, signed, and submitted as per the instructions outlined in the RFP. The sealed envelopes should be organized as follows: • Envelope 1: EMD and RFP Fee • Envelope 2: Technical Bid along with all necessary annexures and supporting documents as specified in the RFP, duly signed and stamped by the authorized signatory of the	The Bidder shall submit the Financial Bid strictly in the prescribed format provided in the Annexure 4. The Financial Bid must be submitted to the Commerce and Industries Department offline in hard copy (physical) form. The hard copy shall be duly sealed, signed, and submitted as per the instructions outlined in the RFP. The sealed envelopes should be organized as follows: • Envelope 1: EMD and RFP Fee • Envelope 2: Technical Bid along with all necessary annexures and supporting documents as specified in the RFP, duly signed and stamped by the authorized signatory of the Bidder • Envelope 3: Financial Bid, duly signed and stamped by the authorized signatory of the Bidder. Note: In case of any discrepancy, the

Sl.	Clause number	Original Clause	Modified Clause
		Bidder Envelope 3: Financial Bid along with all necessary annexures and supporting documents as specified in the RFP, duly signed and stamped by the authorized signatory of the Bidder. Note: The documents submitted online and offline must be identical. In case of any discrepancy, the authority reserves the right to disqualify the Bidder.	authority reserves the right to disqualify the Bidder.
3	Annexure 4	-	The sample table for the cost breakdown has been updated. Kindly refer to the same for various activities and/or cost heads and respective quantities required, for preparing the financial bid. The updated table is shared below (Annexure 1)
4	Marking criteria	-	The marking criteria against the turnover has been revised. Please refer to Annexure 2 shared below.

Part II: Response to queries

S. No	Page No.	Clause No	Text provided in RFP	Clarification sought with justification if any	Response
1	10	Clause 5	(Matrix)	Responsibility matrix only indicates the activities. It does not mention the name of responsible party.	The set of responsibilities/tasks as specified under Responsibility matrix under clause 5 are to be delivered upon by the empanelled agency.
2	18	Clause 13	(Matrix)	Eligibility Criteria serial 2 refers to "similar completed services". Similar services needs to be clearly defined as this is one of the qualifying criteria.	The 'similar activities' constitute all activities which overlap with any or all aspects of the Information, Education and Communications programs/interventions.

S. No	Page No.	Clause No	Text provided in RFP	Clarification sought with justification if any	Response
3	35	Annexure 4	(Matrix)	The total cost given is ₹1,50,50,000. Is this the ceiling amount for quoting? Should we quote the same, below, or can we quote higher?	The cost is for tentative purposes only. Please refer to the Annexure 1 in the corrigendum for updated guidelines on financial bid.
4	35	Annexure 4	(Matrix)	The financial proposal format mentions activities 1, 2 and 3; however, these are not clearly defined in the document. Could you please clarify what these activities encompass for accurate quoting?	Please refer to the Annexure 1 in the corrigendum for updated guidelines on financial bid.
5	17	Clause 8	The Bidders are requested to submit EMD as specified in the RFP along with the Technical and Financial Bid. The Bidder can pay the Earnest Money Deposit (EMD) in the hard copy (Bank Guarantee/Banker's Cheque/Demand Draft).	Is there an exemption for Earnest Money Deposit (EMD) and Tender Fee under any category? If yes, kindly provide details and conditions.	Refer Annexure 10.
6	N/a	N/a	-	What is the estimated or expected bid value to be considered for budgeting and preparation?	The estimated cost of project is INR 70 lacs
7	N/a	N/a	-	Are physical samples required at the time of tender submission or will they be finalized post-award?	Submission of physical samples at the time of tender submission is preferable however the same is not mandatory.
8	33	Annexure 2	(matrix)	a.) Are we required to propose only 3 CVs (Team Lead, Outreach & Advocacy-Campaign Designing Expert, and Content Creation & Social Media Expert), or the full team strength?	a.) The empanelled agency may propose team as per their discretion to carry out the services as per the scope outlined in the RFP.

S. No	Page No.	Clause No	Text provided in RFP	Clarification sought with justification if any	Response
9	33	Annexure 2	(matrix)	b.) Should the 3 proposed CVs be deployed at the office location?	b.) yes, the resources need to be located in Shillong but have to arrange for their own working space.
10	N/a	N/a	-	Is submission of bid documents allowed only through courier/post or is in-person submission acceptable?	Yes, bid documents submission via courier is acceptable, however the Bidder shall be responsible to ensure that its Bid reaches the Authority's office before the due date and time and the Authority shall not be liable in any manner whatsoever regarding the Bid's submission.
11	N/a	N/a	-	Payment of Earnest Money Deposit (EMD) and RFP fee	The payment of EMD can be made via a Demand Draft, made in favor of Director of Commerce & Industries, Shillong, Meghalaya.

Annexure 1

Sl. No.	Area	Activities	Units	Cost per Unit in INR (Inclusive of applicable taxes)	Total Cost in INR (Inclusive of applicable taxes)
A	Electronic Media Campaigns	Audio-Visual spots, short films, animated films, anthems on TV/OTT/digital/social media	10		
		Talk shows, panel discussions, interviews, podcasts, expert lectures	10		
		Documentaries on success stories/best practices/testimonials	20		
B	Print Media Campaigns	flyers	5,000		
		Advertisements/advertorials in major newspapers & magazines (national/regional/vernacular)	50		
		Printing & supply of brochures, pamphlets, leaflets, flip charts, newsletters, E-newsletters, journals, FAQ booklets	2000		
C	Outdoor Publicity	Digital display boards, hoardings, standees, LEDs, banners at public spaces (airports, bus/rail stations, highways, markets, banks, govt offices)	12		
D	New Media	Social media campaigns (Facebook, Instagram, X, LinkedIn, YouTube)	-		
		Influencer/community collaborations	12		
E	Technical Documents	Annual reports	3		
		Training/Material	40		
		Semi-annual reports	3		
		Case studies	10		
		Policies, strategy, plans and guidelines	2		
F	Manpower cost	Against engagement of experts in fields of social media campaign, photography and documentaries, technical documentation, content creation, designing, and other related fields.	-		

Sl. No.	Area	Activities	Units	Cost per Unit in INR (Inclusive of applicable taxes)	Total Cost in INR (Inclusive of applicable taxes)
G	Merchandise	Mugs, Apparel, Water bottles, Diary and other accessories	15 each		
H	Other IEC activities	-	-	-	
I. Total (A-H) (in figures)					
II. Total (A-H) (in words)					

Note: It is hereby clarified that the aggregate amount computed by the way of arithmetic sum of all items in the financial bid format shall be sole basis for evaluation of the Financial Bids. In the event of any discrepancy between the amounts stated in words and in figures, the amount stated in words shall prevail.

Items described in the Technical Proposal but not priced in the Financial Proposal, shall be assumed to be included in the prices of other activities or items, and no corrections shall be made to the Financial Proposal.

If there is any discrepancy in the sum total, the corrected sum total will be considered. Any other arithmetical error will stand corrected for evaluation.

If the Bidder does not accept the correction of errors, the Proposal will be rejected, and the EMD/Performance Security shall be forfeited, as the case maybe.

Sd/-
Director of Commerce and Industries

Annexure 2

Turnover The average annual turnover in last 3 consecutive audited financial years	>= INR 21 and < INR 26 lacs	2	10
	>= INR 26 and < INR 31 lacs	4	
	>= INR 31 and < INR 36 lacs	6	
	>= INR 36 and < INR 41 lacs	8	
	>= INR 41 lacs	10	