

GOVERNMENT OF MEGHALAYA
DIRECTORATE OF COMMERCE AND INDUSTRIES

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

No. **M/Dind/MSME/30/2025/8**

Dated: 29th October 2025

Request for Proposal (RFP) is invited from the Firms for “Hiring of Agency for Information, Education and Communication (IEC) Activities Under Raising and Accelerating MSME Performance Scheme (RAMP)” on RFP no. **M/Dind/MSME/30/2025/7** dated 29-October-2025, where the notification is for empanelment through Request for Proposal (RFP) process 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.

Sealed envelope containing the RFP may be submitted to the undersigned and the last date for submission of the same is **18-November-2025 at 2:00 PM**. RFP documents will be opened on the **same date at 3:00 PM** and interested Agencies/Bidders may participate during the process.

Bidders meeting the qualification criteria may be invited to give a Technical presentation before the State RAMP Programme Committee (SRPC) of the Govt. of Meghalaya for finalization of the eligible Bidder. Details of RFP may be downloaded from the Department's Website www.megindustry.gov.in.

Sd/-

Director of Commerce and Industries



Government of Meghalaya
Commerce and Industries Department

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”

Issued by:

Directorate of Commerce and Industries
LD/015, Lower Nongrim Hills,
Shillong, East Khasi Hills, Meghalaya – 793003

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1. Disclaimer

- i. The information contained in this Request for Proposal document (the “RFP”) or subsequently provided to Bidder(s), whether verbally, in writing, or in any other form, by or on behalf of the Authority/Client or any of its employees or advisors, is provided to Bidder(s) subject to the terms and conditions set out in this RFP and such other conditions as may be specified from time to time.
- ii. This RFP does not constitute an agreement, offer, or invitation by the Authority/Client to prospective Bidders or any other person. Its sole purpose is to provide interested parties with information that may be useful to them in preparing their submissions, including the technical and financial bids. The RFP may include statements reflecting certain assumptions and assessments made by the Authority/Client in relation to the Project. Such assumptions, assessments, and statements do not claim to contain all the information required by Bidders. This RFP may not be appropriate for every Bidder, and it is not possible for the Authority/Client, its employees, or advisors to take into account the investment objectives, financial situation, or needs of each potential participant. The information contained herein may not be complete, accurate, adequate, or correct. Each Bidder is advised to conduct its own investigations, analysis, and due diligence, and to verify the accuracy, adequacy, and reliability of the information contained in this RFP. Bidders should also obtain independent professional advice, at their own cost, before submitting their Bids.
- iii. Information provided in this RFP may, in part, depend on interpretation of law. It should not be considered an exhaustive or authoritative account of applicable statutory requirements. The Authority/Client accepts no responsibility for the accuracy or validity of any interpretation or opinion on law contained herein.
- iv. Neither the Authority/Client nor its employees or advisors make any representation or warranty, express or implied, and shall not be liable to any person, including any Bidder, under any law, statute, rule, regulation, or principle of tort, restitution, or unjust enrichment for any loss, damage, cost, or expense arising from the use of this RFP or from reliance on any information, assumption, assessment, or statement contained herein.
- v. The Authority/Client also disclaims all liability, whether arising from negligence or otherwise, for any reliance placed by Bidders on the statements contained in this RFP.
- vi. The Authority/Client reserves the right, at its sole discretion and without obligation, to amend, update, or supplement the information, assumptions, or assessments contained in this RFP.
- vii. All costs incurred by Bidders in connection with the preparation and submission of their Bids shall be borne solely by them. This includes costs relating to documentation, copying, postage, delivery, presentations, demonstrations, or any other activity related to the Bid process. The Authority/Client shall not be liable in any manner for such expenses, regardless of the outcome

of the Bidding Process.

- viii. The issue of this RFP does not imply that the Authority is bound to select the Bidder for the Project and the Authority reserves the right to reject all or any of the Bids without assigning any reasons whatsoever.
- ix. The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Bidder and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the Bid, regardless of the conduct or outcome of the Bidding Process.

2. Definitions

Unless the context requires otherwise, the following terms used in this RFP shall have the meanings set out below. Terms defined in the Agreement but not defined herein shall carry the same meaning ascribed to them in the Agreement.

- a) “Applicable Law” means all laws and legal instruments means all laws, brought into force and effect by Government of India or the Government of Meghalaya including rules, regulations and notifications made thereunder, and judgements, decrees, injunctions, writs and orders of any court of record, applicable to this RFP and the exercise, performance and discharge of the respective rights and obligations of the Parties hereunder, as may be in force and effect during the subsistence of this RFP or the Agreement, as applicable.
- b) “Authority/Client” means Directorate of Commerce and Industries, Government of Meghalaya.
- c) “Bid” / “Detailed Bid” / “RFP” means the detailed proposal submitted by the Bidder in response to this RFP, including any clarifications and/or amendments.
- d) “Bid Security” means the security furnished by the Bidder as part of the Bid submission.
- e) “Due Date” means the final date prescribed for submission of Bids.
- f) “Firm” means a single legal entity, which may be a registered company, Partnership, LLP, Society, Trust, Sole Proprietorship, Government agency or statutory body.
- g) “Letter of Intent (LoI)” / “Letter of Acceptance (LoA)” means the letter issued by the Authority to the successful Bidder indicating acceptance of its offer, in accordance with the terms of this RFP.
- h) “Performance Security” / “Performance Bank Guarantee” means the bank guarantee furnished by the successful Bidder in accordance with the terms of this RFP.
- i) “Earnest Money Deposit” (EMD) refers to refundable security deposit furnished by bidders to the Authority in accordance with the terms of the RFP.

- j) “Bidder” / “Agency” means the individual, firm, or company that submits a Bid in response to this RFP.
- k) “Taxes and Duties” means all taxes, duties, fees, cess, and levies payable under applicable laws in India in connection with the scope of work.
- l) “Contract/ Agreement” means the contract signed between the Selected Bidder and the Authority to which these General Conditions of Contract (GC) are attached, together with all documents listed in such Contract.
- m) “Effective Date” means the date on which the Contract comes into force and effect.
- n) “Contract Price” means the price payable to the Agency by the Authority for performance of the Services, in accordance with the RFP and the Agreement.
- o) “Government” means the Government of Meghalaya.
- p) “Local Currency” means Indian Rupees (INR).
- q) “Party” means either the Client or the Agency, as the case may be. “Parties” means both collectively.
- r) “Services” means the scope of work to be performed by the Consultant under the Contract, as described in this RFP.
- s) “Consultant” means the Bidder selected by the Authority in accordance with this RFP for providing the Services.
- t) “Third Party” means any entity other than the Government, the Client, the Consultants or their sub-consultants.
- u) “Applicable Permits” means all clearances, licenses, permits, authorizations, approvals, consents, and exemptions required under applicable laws for the construction, operation, and maintenance of the Project during the term of the Concession.
- v) “Financial Capacity” shall have the meaning ascribed to it in this RFP.
- w) “Project Area” means areas under the jurisdiction of Authority.
- x) “Selected Bidder” means the Bidder that has been selected by the Authority in accordance with the RFP and has been issued the Letter of Award by the Authority/Client for the Project.
- y) “Centre” means the Government of India.
- z) “State” means the state of Meghalaya.
- aa) “IEC” means information, education and communication.
- bb) “MSME” shall mean the Medium, Small and Micro Enterprises as defined in the Medium, Small and Micro Enterprises Act.
- cc) “RBSM” means Reverse Buyer Seller Meet

3. Bid Summary

Request for Proposal (RFP) for “Hiring of Agency for IEC Activities Under Raising and Accelerating

MSME Performance Scheme”.

Particulars	Details
RFP ID No.	M/Dind/MSME/30/2025/7
RFP Title	Request for Proposal (RFP) for “Hiring of Agency for IEC Activities Under Raising and Accelerating MSME Performance Scheme”
Issued by	Commerce and Industries Department, Govt. of Meghalaya
Issue Date	29-10-2025
Pre-bid Meeting	11-11-2025 at 12:00 PM
Last date queries submission for Pre-bid	12-11-2025 at 3:00 PM
Last date for Submission	18-11-2025 at 2:00 PM The bid should include a table of contents listing all documents, along with corresponding page numbers.
RFP Opening Dates	18-11-2025 at 3:00 PM (Submission of all RFP Documents along with RFP Fee and EMD Scan Copy in online electronic format. Original RFP Fee, EMD and Original Copy of Affidavit for authenticity of documents must be sent through R.P.A.D./Speed Post to reach the office of Authority on or before the Bid Due Date)
Opening of Financial Bid	To be Decided by the Committee of RAMP Scheme
Selection Method	RFP will be awarded to the Bidder with the highest score based on QCBS (70:30)
Availability of RFP	The mode of RFP is offline. Address: Directorate of Commerce and Industries Plot no. LD 015, Lower Nongrim Hills, Shillong, East Khasi Hills, Meghalaya – 793003 Mail ID: industries-meg@gov.in
RFP Fee (Non-refundable)	Rs. 10,000/- (Rupees Ten Thousand Only)
Earnest Money Deposit (EMD)	INR 3,50,000 (ie. 5% of the total value of the contract) in the form of Bank Guarantee. Bank: Any nationalised bank, preferably State Bank of India
Performance Security Deposit	INR 3,50,000 (5% of the total value of the contract in the form of Bank Guarantee) Preferred: Any nationalised bank, preferably State Bank of India.

Particulars	Details
	The validity is of 60 days beyond the the date of completion of all contractual obligation
Correspondence office address and contact details	Directorate of Commerce and Industries Plot no. LD 015, Lower Nongrim Hills, Shillong, East Khasi Hills, Meghalaya – 793003 Mail ID: industries-meg@gov.in
Language	All the documents should be in English

4. Project Brief

About RAMP

Raising and Accelerating MSME Performance (RAMP) aims to address multiple challenges like improving access to credit, strengthening institutions and governance at the Centre and State, improving Centre-State linkages and partnerships, addressing issues of delayed payments, and greening and gender delivery of MSMEs. It encompasses various aspects ranging from financial support to institutional strengthening, market access, and sustainability. Meghalaya state's MSME landscape is diverse, spanning manufacturing to services. Recognizing MSMEs' critical role, Meghalaya has adopted measures including a development policy, cluster development, and ease of doing business reforms. Such initiatives are supported by financial incentives like credit facilitation, subsidies, and the Meghalaya Procurement Preference Policy, which aligns with national efforts like the Ministry of MSME's Competitiveness Programme and the World Bank-backed RAMP. Meghalaya's Strategic Investment Plan (SIP), prepared under RAMP initiative, lays out a blueprint for transformation entirely based on stakeholder engagement, diagnostic studies, and benchmarking exercises, aiming to build a resilient, efficient MSME ecosystem, entailing digitizing processes, enhancing market access, improving finance generation, and capacity building for over 50,000 individuals and 3,500 MSMEs. The scheme is implemented by Commerce and Industries Department in Meghalaya and as per the guidelines and provisions of the Centre.

The duration of the scheme is four years (2023-2027) and the major interventions under the scheme are as under.

- i. Capacity Building
- ii. Innovation and Research Centre
- iii. MeghaRise
- iv. State Level MSME Portal
- v. Project for Access to Market
- vi. Digital Marketing

- vii. TReDS
- viii. DCIC Strengthening
- ix. Greening

Objectives of IEC (Information, Education and Communication) Activities under RAMP Project

Branding and communication form a cornerstone of the RAMP (Raising and Accelerating MSME Performance) programme in Meghalaya, aimed at strengthening the visibility and outreach of MSME support initiatives across the state. The Information, Education, and Communication (IEC) component is designed not just to inform but to inspire action among stakeholders. By creating a strong brand identity and delivering consistent messaging, the programme seeks to build awareness, foster trust, and encourage active participation from MSMEs, industry bodies, financial institutions, and other ecosystem players. In Meghalaya, where MSMEs play a vital role in local economic development, effective communication is essential to ensure that the benefits of RAMP reach every corner of the state.

To maintain coherence and national recognition, Meghalaya will adopt the standardised branding guidelines issued by the Ministry of MSME. These guidelines will be integrated into all outreach efforts, ensuring that RAMP is perceived as a unified and credible initiative. Implementing agencies and departments will be responsible for embedding these branding elements into promotional activities, especially while launching new sub-schemes. This approach will help establish a consistent visual and narrative identity for RAMP, while allowing room for local adaptation. Meghalaya will also ensure that all communication materials—whether digital, print, or on-ground—adhere to these standards, reinforcing the programme’s presence and reliability.

The IEC strategy under RAMP Meghalaya will be multi-dimensional. It will begin with awareness creation, targeting MSMEs, start-ups, innovators, government departments, and financial institutions through campaigns and outreach programmes. Content development will play a key role, with the creation of engaging materials such as audiovisual films, brochures, articles, and digital collaterals tailored to local contexts. A multi-channel outreach approach will be adopted, leveraging print media, social platforms, AV content, and community-level events to ensure wide coverage. Additionally, the strategy will focus on stakeholder engagement, encouraging MSMEs to participate through interactive sessions, feedback mechanisms, and personalised follow-ups. Innovative communication methods will be explored to enhance impact, with prior intimation to the Ministry of MSME to maintain alignment. Ultimately, the goal of the branding and communication strategy is to position RAMP as a strong, recognisable brand across Meghalaya while ensuring that its messaging resonates locally. By combining traditional and digital outreach methods, the programme will bridge information gaps and build a more informed and empowered MSME community. The consistent use of visual identity and messaging will help unify the programme’s presence across districts, while localised content will make it more relatable and actionable. Through this strategic approach, Meghalaya aims to not only increase awareness but

also drive meaningful participation, thereby contributing to the growth, competitiveness, and resilience of its MSME sector.

The IEC strategy will focus on:

- i. **Awareness Creation:** Promoting the programme and its sub-schemes among MSMEs, industry associations, financial institutions, government departments, start-ups, and innovators.
- ii. **Content Development:** Creating engaging and informative content such as AV films, promotional videos, articles, brochures, merchandise, and digital collaterals to bridge information gaps.
- iii. **Multi-Channel Outreach:** Leveraging diverse communication channels such as print, social media, audio-visual platforms, and on-ground events to reach target audiences.
- iv. **Engagement & Participation:** Encouraging MSMEs to actively participate through interactive sessions, campaigns, and personalised follow-ups.
- v. **Visibility through Innovation:** Adopting innovative communication approaches at the state level while keeping MoMSME informed before execution.

The RAMP IEC framework also prescribes consistent messaging and standardised visual identity across all communication. This ensures that the programme is recognised as a single, strong brand nationwide while allowing states like Meghalaya to localise content for greater impact.

By combining traditional and digital outreach methods, Meghalaya's IEC strategy under RAMP will strengthen the brand presence, ensure better stakeholder awareness, and ultimately support the growth and competitiveness of the State's MSME sector.

5. Detailed Scope of Work

Key Messages for Branding

- i. **Empowerment of MSMEs** – RAMP is designed to strengthen MSMEs of Meghalaya through capacity building, digital adoption, and access to finance and markets.
- ii. **Sustainability & Growth** – The programme supports greener practices and sustainable business models, ensuring long-term competitiveness.
- iii. **Inclusivity** – Focus on women-led enterprises, grassroots entrepreneurs, and tribal communities to ensure equitable development.
- iv. **Market Access** – Facilitate entry into domestic and international markets through certifications, digital platforms, and partnerships.
- v. **Innovation & Modernisation** – Drive MSMEs toward innovation, technology adoption, and quality standards.
- vi. **Collaboration** – Highlight partnerships between Government, industry bodies, financial

institutions, and entrepreneurs for collective impact.

- vii. **Resilience** – Build resilience against shocks by supporting credit access, cluster strengthening, and digital tools.
- viii. **Local to Global** – Position Meghalaya’s unique products and services on national and global platforms.

Highlights of the program

- i. The RAMP is a Ministry of MSME, Government of India’s initiative to support MSMEs.
- ii. The program is in collaboration with the World Bank.
- iii. The program aims to improve the competitiveness of Indian MSMEs by improving access to finance, technology and market through series of interventions, with focus on Greening and businesswomen.

Responsibility Matrix

Category	Activities
A. Electronic Media Campaigns	• 100 videos of 5 minutes each as RAMP scheme video guide • Audio-Visual spots, short films, animated films, anthems on TV/OTT/digital/social media • Audio spots/jingles, SRPs, RJ mentions on radio • Talk shows, panel discussions, interviews, podcasts, expert lectures • Documentaries on success stories/best practices/testimonials • In-show integrations • Social Media • Digital Display
B. Print Media Campaigns	• Newsletters, flyers • Advertisements/advertorials in newspapers & magazines (national/regional/vernacular) • Coverage of events & success stories • Printing & supply of brochures, pamphlets, leaflets, flip charts, newsletters • E-newsletters, journals, FAQ booklets
C. Outdoor Publicity	• Digital display boards, hoardings, standees, LEDs, banners at public spaces (airports, bus/rail stations,

Category	Activities
	highways, markets, banks, govt offices) • Road shows during festivals, transit ads • Digital vans/cinema on wheels • Wall paintings • Audio announcements in transit modes • Traditional dance/ shows etc
D. New Media	• Social media campaigns (Facebook, Instagram, X, LinkedIn, YouTube) • Mobile messages (SMS, IVR/audio calls) • WhatsApp campaigns • Digital marketing campaigns • Influencer/community collaborations
E. Public Engagement Activities	• Street theatre (nukkad natak, puppet shows, folk songs) • Village meetings • Awareness camps/fairs/exhibitions • Publicity stunts • Celebrity endorsements
F. Advocacy & Networking	• Media communication workshops with journalists (print & electronic) • Sensitization workshops with journalists, RJs, program managers • Press conferences
G. Associated Essential Activities	• Press conferences • Joint publicity with other ministries/state departments/PSUs • Development of communication kits (posters, hoardings, booklets) • Coverage of conventions/events • Preparation of background material/content • Distribution of publications/reports/surveys (print & electronic) • Coordination with Department of Information and Public Relations etc. • Coordination with translators, proofreaders, printing

Category	Activities
	presses • MSME stalls in exhibitions/ fairs/ expos/ RBSM • Messages printed in other publications
H. Technical Documents	• Annual Report • Report and Case Studies • Training/Material • Policies, strategy, plans and guidelines • Electronic Media Campaigns • Advocacy and Networking

Proposed Implementation Plan and Timeline

Milestones	Activities / Responsibilities	Month 1 - Month 5	Month 6 - Month 10	Month 11 - Month 15
Milestone 1	Promotion / Brand Awareness - Broadcast Media → Radio & TV Campaigns - Digital Connect → Social Media Messaging - Printed Outreach → Distribute Visual Materials - Visual Storytelling → Wall Art & Murals - Inspiring Stories → Promote Local Successes	Phase 1		
	Stakeholder Mobilization & Engagement - Local Engagement → Awareness Drives, Camps - Cultural Outreach → Traditional Performances - Community Networks → Leverage Local Gatherings			
	Outreach and Feedback Interactive Audio Media → Community Radio Engagement			
	Market Insight & Marketing Access - Transit Awareness → Flyers in Public Vehicles - Public Events → Stalls at Fairs & Exhibitions, RBSM - Multilingual Access → Localized IEC Materials - Information Touchpoints → Help Desks & Kiosks			
Milestone 2	Capacity Building / Training - Online Learning → Webinars & Digital Classes - Peer Advocacy → Empower Local MSME Leaders - Direct Support → Local DCICs - Grassroots Partnerships → NGO/SHG Mobilization		Phase 2	
	Outreach - Regular Updates → Monthly MSME Newsletters - Smart Communication → SMS & Chatbot Support			
	Promotion / Brand Awareness Inspiring Stories → Promote Local Successes (continued)			

Milestones	Activities / Responsibilities	Month 1 - Month 5	Month 6 - Month 10	Month 11 - Month 15
	Market Insight & Marketing Access • Public Events → Stalls at Fairs & Exhibitions (continued) • Information Touchpoints → Help Desks & Kiosks (expansion)			
Milestone 3	Promotion / Brand Awareness • Broadcast Media → Radio & TV Campaigns • Digital Connect → Social Media Messaging • Printed Outreach → Distribute Visual Materials • Visual Storytelling → Wall Art & Murals • Inspiring Stories → Promote Local Successes			Phase 3
	Stakeholder Mobilization & Engagement • Local Engagement → Awareness Drives, Camps • Cultural Outreach → Traditional Performances • Community Networks → Leverage Local Gatherings			
	Outreach and Feedback • Interactive Audio Media → Community Radio Engagement			
	Market Insight & Marketing Access • Transit Awareness → Flyers in Public Vehicles • Public Events → Stalls at Fairs & Exhibitions • Multilingual Access → Localized IEC Materials • Information Touchpoints → Help Desks & Kiosks			

6. Pre-bid queries, clarifications and amendment of RFP

Any queries or request for additional information concerning this RFP shall be submitted in writing or e-mail to the Authority and the subject of the email shall mention the following:

“QUERIES/REQUEST FOR ADDITIONAL INFORMATION: Request for proposal for “Hiring of Agency for IEC Activities Under Raising and Accelerating MSME Performance Scheme”.

Mail: meghalaya.ramp.scheme@gmail.com and industries-meg@nic.in

The pre-bid queries should be submitted in the format specified below to be considered for response. Pre-bid queries not submitted in the prescribed format shall not be responded to.

#	Particulars	Details
1	Organization	
2	RFP Clause	
3	RFP Clause Number	
4	RFP Page Number	
5	Query	
6	Suggestion/ Remarks, if any	
7	Name & Designation of point of contact	
8	Contact No	
9	Email ID	

- During pre-bid conference / webinar, the Bidders shall be free to seek clarifications and make suggestions for consideration of the Authority. The Authority shall endeavour to provide clarifications and such further information as it may, at its sole discretion, consider appropriate for facilitating a fair, transparent and competitive bidding process.

Any addenda, corrigendum, pre-bid queries or any other document issued subsequent and in reference to this RFP, but on or before the Bid Due Date, will be deemed to form part of the bidding documents. The Authority reserves the right not to respond to any question or provide any clarification, in its sole discretion, and nothing in this Clause shall be taken or read as compelling or requiring the Authority to respond to any question or to provide any clarification.

The Authority may also on its own motion, if deemed necessary, issue interpretations and clarifications to all Bidders. All clarifications and interpretations issued by the Authority in written shall be deemed to be part of the Bidding Documents.

At any time prior to the deadline for submission of Bids, the Authority may, for any reason, whether at its own initiative or in response to clarifications requested by a Bidder, modify this RFP by the issuance of Addendum.

Any Addendum/Corrigendum would be posted offline in the Authority office.

7. Extension of Bid Due Date

In order to afford the Bidders a reasonable time for taking an Addendum into account, or for any other reason, the Authority may, at its own discretion, extend the Bid Due Date after considering the time required by Bidders to address such amendment.

8. Submission of RFP Fee & EMD

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).

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.

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 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.

11. Bid Validity

The bid must be valid for the period of 120 days from the Bid Due Date, which may be extended by mutual consent of the Parties.

12.Procedure for opening Bids

Authority shall open the technical bids on date and time as mentioned in the RFP, the technical bids of only those bidders who qualify Pre- Qualification criteria will be evaluated. Bidder's representative may remain present during the bids opening process. The bidders will be called upon for technical presentation by the Authority before the financial opening. Financial Bids of only technically shortlisted bidders will be opened and communicated later. Representatives of bidder may remain present during the financial bid opening session.

13.Evaluation of Bids

The evaluation of submitted bids will be done in four phases:

- i. Phase - I: Evaluation of Pre-Qualification Criteria.
- ii. Phase - II: Evaluation of Technical Bid including technical presentation.
- iii. Phase - III: Evaluation of Financial Bids.
- iv. Phase - IV: Combined Evaluation of Technical and Financial Bids.

Phase - I: Evaluation of Pre-Qualification Criteria

#	Eligibility Criteria	Supporting Documents to be Submitted
1	Legal Entity Following is allowed to participate: • Companies registered under the Indian Companies Act, 2013 • Partnership firms under LLP Act, 2008 • Partnership firms under Indian Partnership Act, 1932 • Sole Proprietorship Firm registered in India with valid GST	• Certificate of Incorporation/Registration/Partnership deed, except for sole proprietorship • Copy of GST Registration Certificate • Copy of PAN
2	The Bidder should have a registered office and operations in India. Must be operational for at least 5 years as on bid submission date. Consortium/Joint venture not allowed	Undertaking by HR/CEO/CMD with resource list : • Work Orders/POs with agreements • CVs as per Annexure 11.

#	Eligibility Criteria	Supporting Documents to be Submitted
2	Agency should have complete: 1. 3 (three) similar completed services costing not less than the amount equal to 28 lacs 2. 2 (two) similar completed services costing not less than the amount equal to 35 lacs 3. 1 (one) similar completed service costing not less than the amount equal to 56 lacs	• Work Orders/POs with agreements • Project completion/provisional completion/experience certificate
3	Turnover Average annual turnover $\geq$ INR 21 Lacs in last 3 years (2022-23, 2023-24, 2024-25) Positive net worth in any 3 of the last 3 years	• Audited financial statements (Balance Sheet/P&L) for the last 3 years (2022-23, 2023-24, 2024-25) • Certificate from Statutory Auditor/CA • Net worth certificate
4	Blacklisting Bidder must not be blacklisted/debarred by Govt./Donor/PSU/ULB etc. No pending legal proceedings at bid submission.	Self-Declaration (on INR 300 stamp paper, signed by authorized signatory) as per Annexure 12
5	Corrupt/Fraudulent Practices Bidder must not be under declaration of ineligibility for fraud/corruption by Government agency.	Undertaking (on INR 300 stamp paper, signed by authorized signatory) as per Annexure 12
6	Litigation History	Self-Declaration (on INR 300 stamp paper, signed by

#	Eligibility Criteria	Supporting Documents to be Submitted
	Bidder must disclose litigation/arbitration cases (last 5 years). Consistent adverse awards may lead to disqualification.	authorized signatory) as per Annexure 19
7	Joint Venture/ Consortium/ Subcontract for consultancy services not allowed.	Declaration (Annexure 15)
8	The bidder must have a proven track record in large scale IEC activities	Work samples and client reference
9	The successful bidder must arrange resources to translate the content both audios, visual and written in different local languages such as Khasi, Garo, Jaintia and Hindi.	

Note: Authority reserves the right to verify all documents submitted by the agency. If any issues arise during the verification process or if the documents are found to be unverified, the agency will be considered failed in the RFP evaluation.

Phase - II: Evaluation of Technical Bids

- i. In this part, the technical bid of only those agencies who have qualified in Phase I – Eligibility Criteria will be evaluated. The open technical bids shall be evaluated by the Technical Evaluation Committee (TEC).
- ii. To ensure bidders' eligibility and technical capabilities as per the RFP terms and conditions, the TEC may call for additional information from the bidders. In such a case, the bidder concerned must supply the information within the time given by the TEC, failing to decide which bid may be rejected. No representation of any kind will be entertained by the bidder.
- iii. The bidders who qualify for the Pre-Qualification criteria must give a technical presentation of the Authority. All expenses for this purpose, and for the preparation of documents and application/database, will be borne by the bidders.
- iv. The bidder may be asked to design and develop a detailed Plan/Content Methodology to establish their capability to the Technical Evaluation Committee.

- v. The technical bid will be analyzed and evaluated on the parameters shown in the table below, and marks shall be assigned to each bid based on the evaluation matrix.

Technical Evaluation Matrix			
Activities	Components	Marks	Maximum Marks
IEC activities	Publication (Advertisements/Newsletters/Printing and supply of brochures/other related activities)	5	20
	Designing and reporting (Preparation of brochures/Banners/Annual report/Policy and strategy/Impact assessments/other related activities)	5	
	Publicity and advocacy (Press conferences/Talk shows/Coordination with Government agencies/Fairs/Exhibitions/Road shows/Media communications other related activities)	5	
	Social media management (Social media campaign/short films/documentaries and success stories/jingles/other related activities)	5	
Project experience with IEC activities and social media management	2 to 4 projects	2	10
	5 to 9 projects	5	
	10 to 14 projects	8	
	More than 14	10	
Turnover The average annual turnover in last 3 consecutive audited financial years	>= INR 15 and < INR 25 lacs	2	10
	>= INR 25 and < INR 35 lacs	4	
	>= INR 35 and < INR 45 lacs	6	
	>= INR 45 and < INR 55 lacs	8	
	>= INR 55 lacs	10	
Technical Proposal	Submission of approach and methodology (Tentative ToC depicted in Annexure 16)	30	30
Experience and Qualification of the Team	Team Lead Experience: >8 years >4 years and < 8 years < 4 years Qualification: PG in Digital marketing/Social media management /Campaign designing/Designing/other related fields	5 2.5 0 5	30
	Outreach, Advocacy, Campaign designing Expert Experience: >5 years >4 years >3 years >2 years >1 years	10 8 6 4 2	
	Content creation and social media Expert Experience: >5 years	10 8 6	

Technical Evaluation Matrix			
Activities	Components	Marks	Maximum Marks
	>4 years >3 years >2 years >1 years	4 2	

The Bidders who obtain a minimum score of 70 marks in their technical evaluation shall be eligible for opening of their financial bids and be considered as technically qualified in Phase II.

Phase III – Financial Bid Evaluation

In this phase, the Financial Bids of the Bidders who are technically qualified in Phase II shall be considered. The formula to determine the scores for the Financial Bids shall be as follows:

$$Sf = 100 * (FL / F),$$

Where:

- **Sf** = Financial Score
- **FL** = Value of the lowest Commercial Bid
- **F** = Price quoted in the bid under consideration

Phase IV: Combined Evaluation of Technical & Financial Bid

- The Total Score of the Bidder will be determined as follows:

$$Ts = [(70 \times St) + (30 \times Sf)] / 100$$

where:

Ts = Total Score

St = Technical Score

Sf = Financial Score

- The Bidder obtaining the highest Ts value i.e., the total score will be rated as the *H1 Bidder*.
- In the event of a tie, the Bid with the higher Technical Score (St) will be rated as the H1 Bidder.
- The Authority will award the Contract to the successful Bidder whose bid has been determined to be substantially responsive and rated as the H1 Bidder, provided that the Bidder is qualified to perform the Contract satisfactorily. However, the Authority does not bind itself to accept the H1 or any bid and reserves the right to accept any bid, wholly or in part.
- Any Bid scoring less than 70 marks will be disqualified. The average bid score will be calculated as the average score of all technically qualified bids.
- A Self-Declaration is required, stating that the Bidder agrees to all the terms and conditions set forth in this RFP, including all annexures, formats, and the contract agreement (provided in

Annexures 6 and 7) should be provided by the Bidder as part of its Technical Bid.

14. Selection of Bidder

The successful bidder will be one with the highest total score (Ts) shall be the selected bidder, and shall be issued a Letter of Award. Upon acceptance of the Letter of Award, as per the terms and conditions stipulated therein, the Selected Bidder shall be called upon for the signing of the Agreement. The Stamp Duty for signing of the Agreement shall be borne by the Selected Bidder.

15. Right way to vary scope of work at the time of award

The Authority may at any time, by a written order given to the Bidder, make changes within the general scope of the Work. If any such change causes an increase or decrease in the cost of, or the time required for, the Bidder's performance of any part of the work, whether changed or not changed by the order, an equitable adjustment shall be made in the agreed price or delivery schedule, or both, and the Work Order shall accordingly be amended. Any claims by the Bidder for adjustment under this Clause must be asserted within 15 days from the date of the Bidder's receipt of the Authority's changed order.

16. Right to accept any bid and to reject any or all Bids

Authority reserves the right to accept any bid, and to annul the RFPing process and reject any or all bids at any time prior to award of work, without thereby incurring any liability to the affected Bidder or Bidders or any obligation to inform the affected Bidder or Bidders of the grounds for the Authority's action.

17. Bid Rejection Criteria

The bids may be rejected in the following cases:

- i. Any attempt by a Bidder to influence Authority in its decision regarding bid evaluation, comparison, or contract award.
- ii. Submission of bids without the prescribed EMD or RFP fees, or with improper submissions of the same.
- iii. Bids that do not confirm the unconditional validity of the bid as prescribed in the RFP.
- iv. Submission of false, misleading, or incorrect information at any stage of the RFPing process.
- v. Bids received after the last date and time prescribed for submission.
- vi. Bids not signed and sealed by duly authorized signatories on the required pages, or without a valid power of authorization and supporting documents establishing the Authority of the signatory.
- vii. Inclusion of commercial details or disclosure of prices in the Technical Bid, in any form, prior to the opening of the Commercial Bid.

- viii. Bids failing to furnish all required information or not substantially responsive to the RFP Document in every respect. This includes:
- ix. Non-quotation for the complete scope of work as per the RFP documents, addenda (if any), or subsequent clarifications.
- x. Non-compliance with technical specifications and general terms and conditions.
- xi. Failure to provide unconditional acceptance of full responsibility for delivering services as per the Scope of Work, Service Levels, and prescribed timelines.
- xii. Incomplete, conditional or partial Price Bids (e.g., only part of the Bill of Quantities quoted).
- xiii. Price Bids that deviate from the prescribed format, exclude statutory taxes/levies, contain hidden costs, or include conditional pricing

18.Rectifications of Errors

Arithmetical errors in the Financial Bid will be rectified on the following basis:

- i. Items described in the Technical Proposal but not priced in the Financial Bid shall be assumed to be included in the prices of other activities or items, and no corrections shall be made to the proposal.
- ii. If there is a discrepancy between the unit price and the total price (obtained by multiplying the unit price and quantity), the unit price shall prevail and will be considered for future calculations.
- iii. If there is a discrepancy between words and figures, the amount in words shall prevail.
- iv. If there is any discrepancy in the total, the corrected sum total will be considered.
- v. Any other arithmetical error will stand corrected for evaluation.
- vi. If the bidder does not accept the correction of errors, its bid will be rejected, and its bid security may be forfeited.

19.Notification of Award

Prior to the expiration of the period of bid validity, the Authority will notify the successful Bidder by e-mail or in writing, by registered letter that its bid has been accepted.

20.Payment terms for the Consultant

- i. The Consultant shall be paid on a milestone basis.
- ii. The Consultant shall raise an invoice along with the monthly progress report, and submit the same to Authority, who shall make the payment within 30 days of submission of the invoice against completed milestone.
- iii. The milestones shall be tracked and assessed, for the purposes of payment by the Authority, as per the clause “Proposed Implementation Plan and Timeline” under clause 6, on page 13.

- iv. Payment shall be subject to deduction of any amount for which the bidder is liable under the penalty clause of this RFP document. All payments shall also be subject to TDS deduction as per the Income Tax Act, 1961 and other applicable laws in force.
- v. The tax component shall be deducted at source as applicable and on actuals.
- vi. A detailed plan along with the implementation schedule as being undertaken by the Consultant, shall as be submitted within one month of signing the work order.
- vii. The financial cost of service charge shall be calculated based on tasks completed, as per the rates quoted by the firm/agency in the financial bid.

21. Other Instructions

- i. The Bidders shall submit details of their Financial Bid strictly in the suggested templates of the Bid.
- ii. Bidders must strictly follow the three-envelope system as stipulated in the RFP.
- iii. Bids not accompanied by EMD or valid proof of EMD, or those not in strict compliance with the requirements of the Bidding Documents, will be summarily rejected.
- iv. Conditional bids or bids dependent on the quotations of another bidder will not be considered.
- v. Bids failing to meet the Eligibility Criteria (Technical Capacity and Financial Capacity) as stated in the RFP shall be summarily rejected without assigning reasons. No claims from such bidders shall be entertained.
- vi. Authority reserves the right to postpone, modify, or cancel the RFP at any time for administrative reasons. No claims from bidders shall be entertained in such cases.
- vii. Bidders must include pagination and table of contents in the technical bid.

22. Arbitration

All disputes, differences, and questions of any nature that may at any time arise between the parties to this Agreement, touching or arising out of or in respect of this Agreement or the subject matter thereof, shall be referred to the sole arbitration of the Commissioner and Secretary, Commerce and Industries Department, Government of Meghalaya, or to any person nominated by him. The award of the Arbitrator shall be final and binding on the parties. The Arbitration proceedings shall be governed by the provisions of the Arbitration and Conciliation Act, 1996, as amended from time to time.

23. Applicable Law

The contract shall be governed by and construed in accordance with the laws of India. The courts at Shillong shall have exclusive jurisdiction in all matters arising under or in connection with this Agreement.

24. Force Majeure

Neither party shall be liable for any failure to perform its obligations under this Agreement if such failure is caused by acts of God, war, civil disturbances, strikes, lockouts, government actions, epidemics, pandemics, or any other cause beyond the reasonable control of the affected party. In the event of such Force Majeure, the affected party shall notify the other party in writing within seven days of the occurrence of such event, and the obligations of the parties shall be suspended for the duration of the Force Majeure event.

25. Termination

Authority reserves the right to terminate the Agreement in case of default by the Consultant, including but not limited to failure in performance, delay in service delivery, or violation of terms and conditions. The Consultant may also terminate the Agreement by giving Authority a prior written notice of not less than ninety days, subject to acceptance by Authority.

26. Confidentiality

- i. Neither the Bidder nor Authority will disclose to any third party without the prior written consent of the other party any confidential information which is received from the other party for the purposes of providing or receiving Services.
- ii. Each party will take measures to protect the confidential information of the other party that, in the aggregate, are no less protective than those measures it uses to protect the confidentiality of its own comparable confidential information, and in any event, not less than a reasonable degree of protection.
- iii. Both parties agree that any confidential information received from the other party shall only be used for the purposes of providing or receiving Services under these Conditions of Empanelment or any other Conditions of Empanelment between the parties.
- iv. These restrictions will not apply to any information which is or becomes generally available to the public other than as a result of a breach of an obligation under this Clause; or is acquired from a third party who owes no obligation of confidentiality in respect of the information; or is or has been independently developed or was known to it prior to receipt.
- v. Notwithstanding the Clause mentioned above, either party will be entitled to disclose confidential information of the other (1) to its respective insurers or legal advisors on a need-to-know basis and shall ensure that such insurers and legal advisors maintain confidentiality of such information, or (2) to a third party to the extent that this is required by law or where there is a legal right, duty, or requirement to disclose, where reasonably practicable not less than 2 business days' notice in writing is first given to the other party.
- vi. Without prejudice to the foregoing provision of this clause, the selected Bidder may cite the

performance of the services to clients and prospective clients as an indication of its experience.

27. Indemnity

Either Party shall indemnify and hold harmless the other and its employees and officers from and against any and all losses, liabilities and costs (including losses, liabilities, and costs incurred in defending a claim alleging such a liability) that the aggrieved party or its employees or officers may suffer as a result of the death or injury of any person or loss of or damage to any property arising in connection with the supply, installation, testing, and Commissioning of the System. Indemnity clause will not be applicable if such acts are done due to negligence of other party or due to wilful misconduct which results to any loss to the other party.

28. Limitation of Liability

Notwithstanding anything to the contrary, under no circumstances will either party be liable for indirect or consequential losses or damages of any kind, regardless of whether any such losses or damages are characterized as arising from breach of contract, warranty, or otherwise, even if such damages are foreseeable or either or both parties have been advised of the possibility of such damages. The liability of the Bidder shall not exceed the contract value in the agreement during the contract period, except for any compensation of any loss to Authority due to negligence or wilful misconduct of the selected Bidder.

29. Jurisdiction

All legal proceedings, if necessary, arising to be instituted by any of the parties shall have to be lodged in courts situated in Shillong and not elsewhere.

30. Liquidated Damages

- i. The Authority expects the Bidder to complete the scope of the project within the timeframe specified. Notwithstanding the Authority's right to cancel the order, liquidated damages at 0.5% of the order value per week will be charged for every week's delay in delivery subject to a maximum of 5% of the order value. Part of a week will be treated as a week for this purpose.
- ii. The Authority reserves its right to recover these amounts by any mode such as adjusting from any payments to be made by the Authority to the Bidder. However, the Authority may, at its discretion, waive the liquidated damages in case the delay cannot be attributed to the Bidder.

31. Taxes and Duties

The Bidder shall be liable to pay such direct and indirect taxes, duties, fees and other impositions levied under the applicable laws of India from time to time.

32.Obligation of Bidder

- i. The Bidder shall carry out the services/ supply in conformity with generally accepted professional and technical norms relevant to such assignments that are required for the project, and which are to the entire satisfaction of Authority.
- ii. During the tenure of the Contract, nothing shall be done by the Bidder in contravention of any law, act and/ or rules/regulations, there under or any amendment thereof
- iii. The Bidder shall at its own expense adopt suitable Risk Management methodology to mitigate all risks assumed by the Bidder under this Contract. Authority will have no liability on this account.
- iv. The Bidder shall comply with all laws in force including national, State, municipal, or other laws that affect the execution of the order.

33.Penalty

- i. Failure to Meet Quality Standards: If any deliverables (designs, prints, materials, etc.) do not conform to the agreed quality standards, specifications, or approved samples, the contractor will be required to rectify or replace the deficient work within a week at their own expense. Continued non-compliance will result in contract termination and forfeiture of security deposit.
- ii. Non-Availability of Manpower or Resources: If the required manpower, materials, or resources (e.g., vehicles, IEC materials) are not available at the scheduled time and place for campaigns, events, or activities, a penalty of INR 5000 / instance will be charged for each day of non-availability or failure. The contractor is responsible for ensuring replacement within 48 hours to avoid further penalties.
- iii. Failure to Attend Scheduled Events/Meetings: If the contractor fails to attend or provide services for scheduled events, campaigns, or meetings without prior notice, a penalty of INR 5,000 per missed meeting will be levied. The contractor must reschedule and complete the activity within a mutually agreed timeline without additional costs.
- iv. Incorrect or Incomplete Documentation: Any failure to provide correct or complete documentation, such as work completion reports or proof of deliverables, will result in a penalty INR 2,000 per instance. The contractor will be given 2 days to submit the required documents before additional penalties are applied.
- v. Contract Termination: In the event of non-performance, non-compliance, or repeated violations leading to substantial delays or failure to deliver services/materials as per the contract terms, the organization reserves the right to terminate the contract at any time and forfeit any performance security deposited by the contractor.

- vi. Penalties shall be recovered from milestone-wise invoices. For three recurrences of default in the discharge of service obligation, Authority would be free to forfeit the defaulting bidder's security deposit, revoke bank guarantees, and/or terminate the contract for default.
- vii. If at any time during performance of the work order, the bidders encounter conditions impeding timely performance of the ordered service, the bidder shall promptly notify Authority in writing of the fact of the delay, its likely duration, and its causes.

34.Special Clauses

- i. The report and documents/videos of all the deliverables and any other information of ULB/Authority will be the sole property of the Government of Meghalaya and the Directorate of Commerce and Industries (Authority) and shall not be used by the bidder in any form without their prior permission.
- ii. As per the RFP conditions, there is no obligation to assign the entire scope of work to the bidder. The allocation of work will be determined based on specific tasks required and at the discretion of the Government of Meghalaya and Authority.
- iii. Work assignments will vary according to the needs and priorities identified during project execution.
- iv. As per the RFP terms, if any changes are required in the scope of work, the agency is obligated to accept and implement the modifications as per the updated requirements of the Government of Meghalaya.
- v. The Government of Meghalaya and Authority reserve the right to verify all the documents submitted.
- vi. Bidders are required to submit all necessary documents and provide the required certificates and other documentation in accordance with the policies and guidelines of the Government of Meghalaya.

35. Contract Period

The Contract Period is tentatively for 15 months, i.e., from the date of contract signing till March 2027, and subject to satisfactory performance based on the annual review on the same terms and conditions, however, there shall be an periodic review of the performance of the bidder, Authority reserves the right to extend the contract further on mutual understanding with the bidder for 1 year within the same budget.

36.Fraud and Corrupt Practices

The Bidder and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the Bidding Process. Notwithstanding anything to the contrary contained herein, the Client shall reject an Bid without being liable in any manner whatsoever to the Bidder if it determines that the Bidder has, directly or indirectly or through an agent, engaged in corrupt

practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in the Bidding Process and such Bidder shall not be eligible to participate in any RFP or RFP issued by the Client during a period of 2 (two) years from the date so determined.

For the purposes of this paragraph, the following terms shall have the meaning hereinafter respectively assigned to them:

- i. "Corrupt practice" means (i) the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the actions of any person connected with the Bidding Process.
- ii. "Fraudulent practice" means a misrepresentation or omission of facts or suppression of facts or disclosure of incomplete facts, in order to influence the Bidding Process.
- iii. "Coercive practice" means impairing or harming or threatening to impair or harm, directly or indirectly, any person or property to influence any person's participation or action in the Bidding Process.
- iv. "Undesirable practice" means (i) establishing contact with any person connected with or employed or engaged by the Client with the objective of lobbying or in any manner influencing or attempting to influence the Bidding Process; or (ii) having a Conflict of interest; and
- v. "Restrictive practice" means forming a cartel or arriving at any understanding or arrangement among Applicants with the objective of restricting or manipulating a full and fair competition in the Bidding Process.

Sd/-

Director of Commerce and Industries

Government of Meghalaya

Annexure 1: Format for submission of Information

(To be provided on Company Letter Head)

Location & Date

To,
Director,
Commerce and Industries Department,
Plot D/L 15, Lower Nongrim Hills, Shillong,
East Khasi Hills – 793003, Meghalaya

Subject: Format for submission of information – Pre-Qualification Criteria.
Eligibility Information / Pre-Qualification criteria (Mandatory Clause):

Dear Sir,

SR. NO.	PARAMETER	SUPPORTING DOCUMENTS TO BE PROVIDED	COMPLIANCE YES/NO	DOCUMENTARY EVIDENCE PROVIDED ON PAGE NOS.
1				
2				

Note: If bidders do not provide the required details in accordance with the specified documents, Directorate of Commerce and Industries reserves the right to disqualify them from meeting the Pre-Qualification Criteria.

Your sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Agency:

.....

Address:

.....

Contact information (phone and e-mail):

Annexure 2: Team and task assignments

(To be provided on Company Letter Head)

Location & Date

To,
Director,
Commerce and Industries Department,
Plot D/L 15, Lower Nongrim Hills, Shillong,
East Khasi Hills – 793003, Meghalaya

Subject: Team and Task Assignments

Dear Sir,

Sr. No.	Name of the Staff Assigned	State/ District	Year of Experience Qualification	Area of Expertise	Position
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

Note: Team member CVs must be submitted in accordance with Annexure 11.

Your sincerely,

Authorized Signature:

..... Name and Title

of Signatory: Name

of Agency:

Address:

.....

Contact information (phone and e-mail):

Annexure 3: Letter of technical bid submission

LETTER OF TECHNICAL BID SUBMISSION

(To be provided on Company Letter Head)

Location & Date

To,
Director,
Commerce and Industries Department,
Plot D/L 15, Lower Nongrim Hills, Shillong,
East Khasi Hills – 793003, Meghalaya

Subject: Letter of Technical bid Submission.

Dear Sir,

This has reference to the RFP document no..... dated..... for “**Request for Proposal (RFP) For Hiring of Agency for IEC Activities Under Raising and Accelerating MSME Performance Scheme**” In this context, we are hereby submitting our Proposal, which includes this Technical Proposal and a Financial Proposal sealed in a separate envelope. We hereby declare that:

- a) All the information and statements made in this Proposal are true and we accept that any misinterpretation or misrepresentation contained in this Proposal may lead to our disqualification by the Client.
- b) Our Proposal shall be valid and remain binding upon us for the period of time specified in the RFP Document.
- c) We have no conflict of interest as stated in the RFP document.
- d) We meet the eligibility requirements as stated in RFP document.
- e) In competing for (and, if the award is made to us, in executing) the Contract, we undertake to observe the laws against fraud and corruption, including bribery, in force in the country of the Client
- f) Our Proposal is binding upon us and subject to any modifications resulting from the Contract negotiations.

We undertake, if our Proposal is accepted and Contract is signed, to initiate the Services related to the assignment immediately in consultation with the Client and as per provisions stipulated in the RFP document.

We understand that the Client is not bound to accept any Proposal that the Client receives.

Your sincerely,

Authorized Signature:

Name and Title of Signatory:

.....

Name of Agency:

.....

Address:

.....
Contact information (phone and e-mail):

Annexure 4: Financial Proposal Submission Form

FINANCIAL PROPOSAL SUBMISSION FORM

Location & Date

To,
Director,
Commerce and Industries Department,
Plot D/L 15, Lower Nongrim Hills, Shillong,
East Khasi Hills – 793003, Meghalaya

Subject: “Hiring of Agency for IEC Activities Under Raising and Accelerating MSME Performance Scheme”.

Dear Sir,

Please find the breakdown of the tentative project cost mentioned in the RFP under various activity heads. The allocation of the activity-wise total cost can be altered as per the discretion of the Authority.

S.N.	Particular	Units	Unit Cost (Including All Applicable Taxes)	Total Cost (Including All Applicable Taxes)
A	Activity 1	<unit count 1>		
B	Activity 2	<unit count 2>		
C	Activity 3	<unit count 3>		
Total Amount				

Total Amount in Words

Note: This is a sample for the cost breakdown, and does not represent exhaustive scope of work

S.N.	Area	Activities	Units	Cost per Unit in INR (Inclusive of applicable taxes)	Cost per Unit 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	5000	50000
		Audio spots/jingles, SRPs, RJ mentions on radio	100	500	50000
		Talk shows, panel discussions, interviews, podcasts, expert lectures	100	5000	500000
		Documentaries on success stories/best practices/testimonials	100	5000	500000
		Other electronic media activities	100	5000	500000
B	Print Media Campaigns	Newsletters, flyers	10,000	10	100000
		Advertisements/advertorials in newspapers & magazines (national/regional/vernacular)	100	1000	100000
		Printing & supply of brochures, pamphlets, leaflets, flip charts, newsletters	2000	100	200000
		E-newsletters, journals, FAQ booklets	2000	200	400000
C	Outdoor Publicity	Digital display boards, hoardings, standees, LEDs, banners at public spaces (airports, bus/rail stations, highways, markets, banks, govt offices)	120	20,000	2400000
		Road shows, metro rail wraps, transit ads / Digital vans/cinema on wheels	24	10,000	240000
		Wall paintings	60	5000	300000
		Audio announcements in transit modes	60	5000	300000
D	New Media	Social media campaigns (Facebook, Instagram, X, LinkedIn, YouTube)	-	50,000	50,000
		Influencer/community collaborations	12	10,000	120000
E	Public Engagement Activities	Street theatre (nukkad natak, puppet shows, folk songs, kathas)	48	10,000	480000
		Village meetings	48	10,000	480000
		Awareness camps/fairs/exhibitions	48	10,000	480000
		Publicity stunts	48	10,000	480000
		Celebrity endorsements	48	10,000	480000
F	Advocacy & Networking	Media communication workshops with journalists (print & electronic)	12	5,000	60000
		Sensitization workshops with journalists, RJs, program managers	10	10,000	100000
G	Associated Essential Activities	Press conferences	10	10,000	100000
H	Technical Documents	Report and Case Studies	100	5000	500000
		Training/Material	100	5000	500000
		Policies, strategy, plans and guidelines	10	5000	50000

S.N.	Area	Activities	Units	Cost per Unit in INR (Inclusive of applicable taxes)	Cost per Unit in INR (Inclusive of applicable taxes)
I	Manpower cost	Against engagement of experts in fields of social media campaign, photography and documentaries, technical documentation, content creation, designing, and other related fields.	-	-	25,00,000
J	Other IEC activities	-	-	-	30,30,000

Annexure 5: Format for furnishing bidder details

Location & Date

FROM: (Name of firm)

To,
 Director,
 Commerce and Industries Department,
 Plot D/L 15, Lower Nongrim Hills, Shillong,
 East Khasi Hills – 793003, Meghalaya

Subject: “Format for furnishing bidder details

Dear Sir,

A. Format for furnishing Bidder Details

FORMAT FOR FURNISHING BIDDER DETAILS

S.N.	PARTICULARS	BIDDER’S RESPONSE
1	Name of the Bidder	
2	Office Details	
	Address:	
	Phone No.:	
	E-mail ID:	
	Website:	
	Contact Person:	
	Mobile No.:	
3	Status of the Applicant	

S.N.	PARTICULARS	BIDDER'S RESPONSE
	(Select: Partnership Firm / Pvt. Ltd. Co. / Public Ltd. Co. / Society / Proprietorship Firm)	
4	Registration Certificates	UDYAM / Certificate of Incorporation PAN card
5	Total Experience (in years)	
6	Average Turnover	
	(Last 3 Years: 2022-23, 2023-24, 2024-25)	[Attach CA Certificate & Audited Balance Sheet]
7	PAN No.	
	(Attach Copy)	
8	GSTIN	
	(Attach Copy)	
9	Number of Skilled Staff (As Per Annexure 2)	
10	Net Worth	

Signature & Seal of the Bidder

Date: _____

B. BIDDER'S PROFILE

Brief Description of Your Agency:

- Core Business:

- Presence in India:

- Capacity Building Activities:

- Organizational Structure:
 - o Key Personnel:

C. BIDDER'S EXPERIENCE / CREDENTIALS

PROJECT DETAILS	RESPONSE
Assignment Name:	
Country/State:	
Location:	
Client Name:	

Contact Person at Client:	
Client Phone Number:	
Start Date (MM/YYYY):	
Completion Date (MM/YYYY):	
Approx. Value of Services (In Rs):	
Current Status: (Select: Completed / Ongoing / In Progress)	
Project Description:	
- Objectives:	
- Scope Of Work:	
- Target Audience:	
- Geographical Coverage:	
- Monitoring & Evaluation Measures:	
Outcomes Achieved:	
- Key Performance Indicators Met:	
- Client Feedback/Testimonials:	
- Lessons Learned:	

Signature & Seal of the Bidder

Date: _____

Annexure 6: Agreement

Agreement Between

Directorate of Commerce and Industries

-AND-

.....
.....

This Agreement is signed on [Date] at **Shillong, Meghalaya**, between the Directorate of Commerce and Industries (hereinafter referred to as the "**First Party**") and [Name of the Second Party] (hereinafter referred to as the "**Second Party**"), wherein:

WHEREAS:

Directorate of Commerce and Industries is registered under Commerce and Industries Department, Government of Meghalaya

AND:

The Second Party is engaged in providing services relevant to the objectives of the Directorate of Commerce and Industries

NOW, THEREFORE, both parties agree to the following terms:

1. Purpose of the Agreement:

The Directorate of Commerce and Industries is working towards implementing the IEC initiatives in the State of Meghalaya, which encompasses the branding and communication activities which form a critical component of the Raising and Accelerating MSME Performance (RAMP) programme in Meghalaya. The objective of IEC (Information, Education, and Communication) activities is to create visibility, build awareness, and encourage active participation from all stakeholders in the MSME ecosystem.

2. Obligations of the Second Party:

The Second Party shall fulfill all necessary requirements and provide services for the IEC Activities under Raising and Accelerating MSME Performance program under Directorate of Commerce and Industries in accordance with the terms and conditions specified in RFP No. [Insert RFP Number] dated [Insert RFP Date], General Conditions of Contract (Annexure 17), Special Conditions of Contract (Annexure 18) and related Work Order No. [Insert Work Order Number] dated [Insert Work Order Date].

3. Supervision and Payment:

The First Party shall supervise and monitor the services provided by the Second Party. Payments to the Second Party shall be released based on satisfactory performance in accordance with the norms set forth in RFP No. [Insert RFP Number] dated [Insert RFP Date] and Work Order No. [Insert Work Order Number] dated [Insert Work Order Date].

4. Compliance with RFP and Legal Aspects:

Both parties agree to abide by all clauses mentioned in RFP No. [Insert RFP Number] dated [Insert RFP Date] and related Work Order No. [Insert Work Order Number] dated [Insert Work Order Date], including governing laws, penalty clauses, and all legal aspects. These shall be treated as integral parts of this Agreement.

5. Validity and Modifications:

This Agreement shall be valid for [Insert Duration] from the date of signing and may be extended, modified, or renewed based on mutual understanding between the parties. Any modifications, alterations, additions, or renewals of the terms of this Agreement shall be valid only if made in writing and agreed upon by both parties.

In witness whereof, the Parties have set their respective hands on the day, date, and place aforementioned.

For and on behalf of

For and on Behalf of

Directorate of Commerce and Industries

.....
(Authorized Signatory)

.....
(Authorized Signatory)

Name:

Name:

Designation:

Designation:

(Office Seal)

(Office Seal)

Witness:
Name:
Designation:

Witness:
Name:
Designation:

Annexure 7: Self-Declaration

(On the Letterhead of the Organization)

Date: [Insert Date]

To,
Director,
Commerce and Industries Department,
Plot D/L 15, Lower Nongrim Hills, Shillong,
East Khasi Hills – 793003, Meghalaya

Subject: Self-Declaration in response to RFP for the "Request for Proposal (RFP) For Hiring of Agency for IEC Activities Under Raising and Accelerating MSME Performance Scheme"

Dear Sir,

I/We, **[Name of the Organization]**, having our registered office at **[Business Address]**, hereby submit our proposal in response to the Request for Proposal (RFP) for “**Request for Proposal (RFP) For Hiring of Agency for IEC Activities Under Raising and Accelerating MSME Performance Scheme**” and undertake to execute and complete the services as required, in accordance with the terms and conditions outlined in our proposal, the RFP documents, and the final work order to be issued by the Authority.

We hereby confirm that our bid shall remain valid for a period of 120 **days** from the date of submission of bids as required by the RFP. Furthermore, I/We agree to comply with each and every clause of the RFP, including all its Annexures, formats, and the draft agreement provided in the RFP document.

We fully understand and acknowledge that the Authority reserves the right to accept or reject any proposal, and that the selection is at its sole discretion, without the need for justification.

Authorized Signatory

[Signature]

Name in Full: [Insert Name]

Designation: [Insert Designation]

Bidder Name: [Insert Bidder's Name]

Contact Details: [Insert Contact Information]

Date: [Insert Date]

Annexure 8: Proforma of Bank Guarantee for Bid Security

PROFORMA OF BANK GUARANTEE FOR EMD

B.G No.: [Insert B.G Number]

Dated: [Insert Date]

1. In consideration of [Name of the Client/Authority], having its office at [Address of the Client/Authority], (hereinafter referred to as “the Authority”) having agreed to receive the bid of [Name of the Bidder], a company registered under the Companies Act, 2013, having its registered office at [Address of the Registered Office] (hereinafter referred to as the “Bidder,” which expression shall, unless repugnant to the context, include its successors, administrators, executors, and assigns), for [Name of the Service/Project] (hereinafter referred to as the “Project”), pursuant to the RFP document dated [Insert Date] issued in respect of the Project, we, [Name and Address of the Bank], (hereinafter referred to as “the Bank”) at the request of the Bidder, do hereby, irrevocably and unconditionally, guarantee the due and faithful fulfilment and compliance of the terms and conditions of the RFP and related documents (hereinafter collectively referred to as “Bidding Documents”) by the Bidder, and irrevocably undertake to pay forthwith to the [Name of the Authority] an amount of INR [Insert Amount] (Rupees [Insert Amount in Words]) as Bid Security without any demur, reservation, recourse, contest, or protest, and without reference to the Bidder, if the Bidder shall fail to comply with the terms and conditions contained in the Bidding Documents.
2. Any such written demand made by the [Name of the Authority] stating that the Bidder is in default of the due and faithful fulfilment of the terms and conditions contained in the Bidding Documents shall be final, conclusive, and binding on the Bank.
3. We, the Bank, hereby unconditionally undertake to pay the amounts due and payable under this Guarantee without any demur, reservation, recourse, contest, or protest, and without any reference to the Bidder or any other person, upon receipt of the first written demand from the [Name of the Authority] stating that the amount claimed is due by reason of the Bidder's failure to comply with the terms and conditions contained in the Bidding Documents, including the Bidder's failure to keep its bid open during the bid validity period. Any such demand shall be conclusive as regards the amount due and payable by the Bank under this Guarantee. However, our liability under this Guarantee shall be restricted to INR [Insert Amount] (Rupees [Insert Amount in Words]).
4. This Guarantee shall remain in full force and effect for a period of 180 days from the Bid Due Date, inclusive of a claim period of 60 days, or for such extended period as may be mutually agreed between the Authority and the Bidder, and agreed to by the Bank, and shall continue to be enforceable until all amounts under this Guarantee have been paid.
5. We, the Bank, further agree that the [Name of the Authority] shall be the sole judge to decide whether the Bidder is in default of fulfilling the terms and conditions of the Bidding Documents, and the decision of the [Name of the Authority] shall be final and binding on the Bank, notwithstanding any dispute between the Bidder and the Authority or any other matter.
6. This Guarantee shall not be affected by any change in the constitution or winding up of the Bidder or the Bank, or any absorption, merger, or amalgamation of the Bidder or the Bank with any other entity.
7. In order to give full effect to this Guarantee, the [Name of the Authority] shall be entitled to treat the Bank as the principal debtor. The [Name of the Authority] shall have the fullest liberty, without affecting the Bank's liability under this Guarantee, to vary any of the terms and conditions of the Bidding Documents or to extend the time for submission of bids, the bid validity period, or the time for performance of the Bidder's obligations. The Bank's liability under this Guarantee shall not be affected by any such extension or variation.

8. Any notice under this Guarantee shall be addressed to [Name of the Bank and Branch Address] and sent by courier or registered mail.
9. We undertake to make the payment on receipt of your notice of claim addressed to [Insert Bank Name and Branch Address], delivered to the above address.
10. It shall not be necessary for the [Name of the Authority] to proceed against the Bidder before proceeding against the Bank, and the Guarantee herein contained shall be enforceable against the Bank irrespective of any other security obtained by the [Name of the Authority].
11. We, the Bank, further undertake not to revoke this Guarantee during its validity, except with the prior written consent of the [Name of the Authority].
12. The Bank declares that it has the power to issue this Guarantee and the undersigned is duly authorized to execute this Guarantee on behalf of the Bank.

Signed and Delivered by [Name of the Bank]
By the hand of Mr./Ms. [Name of the Authorized Officer]
[Designation]
(Seal of the Bank)

Annexure 9: Format for power of attorney

POWER OF ATTORNEY

(On INR 300/- Stamp Paper duly attested by Notary Public)

KNOW ALL MEN BY THESE PRESENTS that we, [Name of the Company/Organization], having our registered office at [Address of the Registered Office], do hereby constitute, nominate, appoint, and authorize **Mr./Ms. [Name of the Authorized Representative]**, residing at [Residential Address], who is presently employed with us and holding the position of [Designation], as our true and lawful attorney, to act, sign, execute, and deliver any documents, agreements, undertakings, or other instruments and to perform all such acts, deeds, and things as may be necessary in connection with or incidental to the **“Request for Proposal (RFP) For Hiring of Agency for IEC Activities Under Raising and Accelerating MSME Performance Scheme”** including but not limited to the signing and submission of all applications, proposals, bids, and any other related documents on our behalf, to participate in the bidding process.

We do hereby agree and undertake that all acts, deeds, and things lawfully done by our said attorney pursuant to this Power of Attorney shall be deemed to have been done by us and shall be legally binding on us, as if done by ourselves.

This Power of Attorney is valid and binding unless revoked by us in writing.

IN WITNESS WHEREOF, we have executed this Power of Attorney on this [Day] of [Month, Year].

For [Name of the Company/Organization]

[Signature]

[Name of the Executant]

[Designation]

[Address of the Company]

Accepted:

[Signature]

[Name of the Attorney]

[Designation of the Attorney]

[Residential Address]

Date: [Insert Date]

Notes:

1. The mode of execution of this Power of Attorney must be in accordance with the relevant law and the charter documents of the company and Board Resolution, if applicable. If required by the company's procedures, this Power of Attorney should bear the company's common seal.
2. If applicable, the Bidder should submit extracts of the company's charter documents and a copy of the board resolution or other legal document authorizing the person to execute this Power of Attorney.
3. A certified copy of the board resolution or other appropriate document authorizing the signing of this Power of Attorney should be attached as proof of delegation of Authority.

Annexure 10: Undertaking Application for Exemption From EMD

Date: [Insert Date]

To,
Director,
Commerce and Industries Department,
Plot D/L 15, Lower Nongrim Hills, Shillong,
East Khasi Hills – 793003, Meghalaya

Subject: Application for Exemption from EMD [Insert RFP No.] dated [Insert Date]

Dear Sir,

As per the guidelines, Micro, Small, and Medium Enterprises (MSMEs) and Startups are exempted from furnishing Earnest Money Deposit (EMD) when they are developing end-to-end software or providing services by themselves.

We, **[Name of the Company/Organization]**, are registered as an MSME (Udyam Registration Number: [Insert Udyam Registration No.]) / Startup (DIPP Certificate No.: [Insert DIPP Certificate No.]). We have attached our Udyam Registration Certificate / DIPP Certificate for your kind consideration.

We confirm that we will be providing an end-to-end software solution/service (security audit) by ourselves for the proposed RFP under **RFP No. dated [Insert Date]**.

In light of the aforementioned provisions and our MSME/Startup status, we kindly request you to grant us the exemption from the EMD requirement for this RFP.

Thank you for your consideration.

Yours faithfully,

[Signature of the Authorized Signatory]

[Name of the Authorized Signatory]

[Designation]

[Name of the Company/Organization]

Registered Office Address:

Contact Number:

Email ID:

Company Seal/Stamp

Annexure 11: CVs Format

Personal Information

Name:	[Your Name]
Address:	[Your Address]
City, State, Zip:	[Your City, State, Zip]
Phone:	[Your Phone Number]
Email:	[Your Email Address]
LinkedIn:	[Your LinkedIn Profile URL (optional)]

Objective

[Write a brief statement about your career goals and what you hope to achieve in your next position.]

Education

Degree Title	University/Institution Name	Dates Attended
[Your Degree Title]	[Your University/Institution Name]	[Month, Year] - [Month, Year]
Relevant Coursework/Honors	[Coursework or Honors]	Thesis/Project Title: [Title if relevant]

Professional Experience

Job Title	Company Name	City, State	Dates of Employment
[Your Job Title]	[Your Company Name]	[Your Company City, State]	[Month, Year] - [Month, Year]

Responsibilities/Achievements	- [Responsibility/Achievement 1]	- [Responsibility/Achievement 2]	- [Responsibility/Achievement 3]
-------------------------------	-------------------------------------	-------------------------------------	-------------------------------------

Skills

[Write a brief statement about your Skill]

Certifications

Certification Name	Issuing Organization	Date
[Your Certification Name]	[Issuing Organization]	[Month, Year]

Projects

Project Title	Description
[Your Project Title]	[Brief description of the project, your role, and outcomes.]

References

Annexure 12: Self-Declaration Certificate

(On Rs. 300 Stamp Paper)

Date:

Place:

To,
Director,
Commerce and Industries Department,
Plot D/L 15, Lower Nongrim Hills, Shillong,
East Khasi Hills – 793003, Meghalaya

Subject: Self-Declaration Regarding Non-Debarment/Non-Blacklisting

Dear Sir/Madam,

I, **[Name of the Authorized Signatory]**, **[Designation]**, duly authorized by **[Name of the Company/Organization]**, with its registered office at **[Complete Address]**, CIN No: **[Company Identification Number]**, PAN No: **[Permanent Account Number]**, GSTIN: **[GST Identification Number]**, do hereby solemnly declare and affirm that:

1. **[Name of the Company/Organization]** is not debarred, blacklisted, or otherwise declared ineligible by any:
 - **State Government or its agencies**
 - **Central Government or its agencies**
 - **Public Sector Undertakings (PSUs)**
 - **Local bodies, Statutory authorities, or Autonomous bodies**
 - **Any multilateral funding agencies or international organization**
 - **Courts or tribunals in India or abroad**as on the date of issue of this Request for Proposal (RFP).
2. **[Name of the Company/Organization]** has not been involved in any fraudulent activities or malpractices that have led to debarment or blacklisting in the past seven years.
3. There are **no current investigations or proceedings** pending before any Government, Regulatory, or Judicial Authority that may lead to blacklisting, debarment, or disqualification of our company from participating in any government RFPing process.

We submit this declaration in full compliance with the terms and conditions of the RFP, and the information provided is true and correct to the best of our knowledge and belief.

Thanking you,
Yours faithfully,

[Signature of the Authorized Signatory]

[Name of the Authorized Signatory]

[Designation]

[Name of the Company/Organization]

Registered Office Address:

Contact Number:

Email ID:

Company Seal/Stamp:

Annexure 13: Undertaking By the Authorized Signatory

(On Rs. 300 Stamp Paper)

Date:

Place:

To,
Director,
Commerce and Industries Department,
Plot D/L 15, Lower Nongrim Hills, Shillong,
East Khasi Hills – 793003, Meghalaya

Subject: Undertaking Regarding Compliance with RFP Terms

Dear Sir/Madam,

I, **[Name of the Authorized Signatory]**, **[Designation]**, duly authorized by **[Name of the Company/Organization]**, with its registered office at **[Complete Address]**, having **CIN No: [Company Identification Number]**, **PAN No: [Permanent Account Number]**, and **GSTIN: [GST Identification Number]**, do hereby solemnly declare and undertake the following:

- 1. Compliance with RFP Requirements:** We hereby undertake that we have fully understood and comply with all the terms and conditions mentioned in the Request for Proposal (RFP) document for **[Name of the Project/Assignment]**, issued by **[Name of the Department/Organization]**. We confirm that we meet the eligibility criteria as specified in the RFP and have submitted all required documents in support of the same.
- 2. Accuracy of Information:** We hereby affirm that all the information and documents submitted in the bid are true, accurate, and correct to the best of our knowledge and belief. If any

information is found to be incorrect, false, or misleading at any stage during the evaluation or after the award of the contract, we understand that

3. **[Name of the Department/Organization]** reserves the right to take appropriate actions, including disqualification of the bidder or termination of the contract.
4. **No Debarment/Blacklisting:** We undertake that our organization, **[Name of the Company/Organization]**, is not debarred or blacklisted by any State Government, Central Government, PSU, or any other Government agency, as per the declaration enclosed along with our bid.
5. **Binding Nature of Bid:** We hereby declare that all statements made in this bid and all representations are binding on us, and we agree to adhere to them throughout the validity period of the bid.
6. **Abiding by Award and Contract Terms:** If selected as the successful bidder, we undertake to execute the contract in accordance with the terms specified in the RFP and the RFP documents. We also confirm that we shall provide the required services as per the contract's scope of work and within the specified timelines.
7. **Authorized Signatory:** I hereby affirm that I am the duly authorized signatory of **[Name of the Company/Organization]**, authorized to make this declaration and submit the bid on behalf of the organization.

Thanking you,
Yours faithfully,

[Signature of the Authorized Signatory]

[Name of the Authorized Signatory]

[Designation]

[Name of the Company/Organization]

Registered Office Address:

Contact Number:

Email ID:

Company Seal/Stamp:

[Annexure 14: Average annual turnover & Net Worth](#)

Declaration

Location & Date**FROM: (Name of firm)****To,**

Director,
Commerce and Industries Department,
Plot D/L 15, Lower Nongrim Hills, Shillong,
East Khasi Hills – 793003, Meghalaya

Subject: Declaration Regarding Average Annual Turnover and Positive Net Worth.

Dear Sir/Madam,

In response to the [insert name of the RFP/bid] and as per the eligibility criteria, we hereby declare the following:

1. Average Annual Turnover

We, [Insert Name of Bidder], hereby confirm that our organization has an average annual turnover of Rs. 10.00 Crore or more in the last three consecutive audited financial years, namely 2022-23, 2023-24 and 2024-25. The financial details are as follows:

FY 2023-23: Rs. [Insert Amount]

FY 2023-24: Rs. [Insert Amount]

FY 2024-25: Rs. [Insert Amount]

The average annual turnover for these three financial years is Rs. [Insert Average].

2. Net Worth

We further declare that our organization has maintained a positive net worth after tax in each of the last three consecutive audited financial years, namely 2022-23, 2023-24, and 2024-25.

FY 2022-23: Rs. [Insert Net Worth]

FY 2023-24: Rs. [Insert Net Worth]

FY 2024-25: Rs. [Insert Net Worth]

We affirm that the information provided above is true and correct to the best of our knowledge. If required, we will furnish all relevant supporting documents for verification.

Thank you for your consideration.

Attached:

- Copies of Certified audited financial statements/ Balance sheet / Profit & Loss statement for last 3 fiscal years.
- Certificate from the statutory auditor / Certificate from CA regarding this condition.
- Net worth Certificate

Yours faithfully,
[Signature]
[Name of Authorized Signatory]
[Designation]
[Name of Bidder]
[Address]
[Contact Information] [Email Address]

Annexure 15: Declaration Regarding Joint Venture/Consortium/ Subcontract

Declaration for RFP

Subject: Declaration Regarding Joint Venture/Consortium/Subcontract

I/We, the undersigned, hereby declare that I/We have read and understood all the terms and conditions of the RFP for **[RFP Title: Request for Proposal (RFP) For Hiring of Agency for IEC Activities Under Raising and Accelerating MSME Performance Scheme]** and fully agree to abide by them.

I/We further declare that:

1. **Joint Venture/Consortium/Subcontract** arrangements are not permitted for this RFP.
2. I/We am/are submitting the proposal as an independent entity and will not engage in any form of joint venture, consortium, or subcontracting for the execution of the consultancy services under this RFP.
3. I/We understand that any deviation from this condition will lead to immediate disqualification of our bid and/or termination of the contract, if awarded.

I/We affirm that the information provided in this declaration is true and correct to the best of my/our knowledge.

Authorized Signatory: Name: _____

Designation: _____

Company Name: _____

Address: _____

Contact Details: _____

Date: _____

(Signature with Seal)

Annexure 16: Tentative or Sample ToC for submitting the Technical Proposal

Table of Contents – IEC Strategy & Implementation

- 1. Executive Overview**
 - Agency Role in IEC under RAMP Meghalaya
 - Objectives & Key Deliverables
- 2. Scope of Work**
 - Communication Goals & Expected Outcomes
 - Coverage (Geography, Target Groups, Schemes)
 - Activities under Agency Mandate
- 3. Implementation Framework**
 - Workstreams (Branding, Outreach, Training, Digital, Media, Documentation)
 - Activity-Wise Action Plan
 - Timelines & Milestones (Phased Approach)
- 4. Content & Collateral Development**
 - IEC Materials (Print, Audio-Visual, Digital)
 - Multilingual Content Strategy (Khasi, Garo, Jaintia, English, Hindi)
 - Success Story Documentation & Storytelling
- 5. Communication Channels & Execution**
 - Traditional Media (Radio, TV, Folk Media, Outdoor)
 - Digital & Social Media (Campaigns, Influencers, Chatbots, SMS)
 - Community Engagement (Workshops, Roadshows, SHG/NGO Mobilization)
 - Event Branding & Public Relations
- 6. Capacity Building Support**
 - Training Materials for DCICs & Local Mobilizers
 - Knowledge Toolkits & Guidelines
 - Peer-to-Peer Learning Content
- 7. Monitoring, Evaluation & Reporting**
 - Key Performance Indicators (Reach, Engagement, Conversions)
 - Feedback Loops & Beneficiary Surveys
 - Monthly/Quarterly Progress Reports
 - Impact Assessment & Case Studies
- 8. Budget Utilization Plan**
 - Activity-wise Budget Allocation
 - Cost Control & Reporting Protocols
 - Reimbursements & Documentation
- 9. Roles & Responsibilities**
 - Agency Deliverables vs. Department/DCIC Roles
 - Coordination Mechanism (Agency–Department–DCIC)
 - Escalation & Review Protocols
- 10. Risk & Mitigation Plan**
 - Anticipated Implementation Challenges
 - Contingency Communication Plans
- 11. Annexures**
 - Sample Collaterals/Templates
 - Reporting Formats (Monthly, Quarterly)
 - Workplan (Gantt Chart)
 - Branding Guidelines

Annexure 17: General Conditions of Contract

A. General Provisions		
1	Definitions	1.1. Unless the context otherwise requires, the following terms whenever used in this Contract have the following meanings: (a) “Contract” means the legally binding written agreement signed between the Client and the Agency and which includes all the attached documents listed in Contract agreement, the General Conditions (GCC), the Special Conditions (SCC), and the Appendices. (b) “Agency” means a bidder selected by the Client to provide the Services under the signed Contract. (c) “Day” means a working day unless indicated otherwise. (d) “Effective Date” means the date on which this Contract comes into force (e) “Experts” means an individual professional whose skills, qualifications, knowledge and experience are critical to the performance of the Services under the Contract. (f) “GCC” means these General Conditions of Contract. (g) “Key Expert(s)” means an individual professional whose skills, qualifications, knowledge and experience are critical to the performance of the Services under the Contract (h) “Party” means the Client or the Agency, as the case may be, and “Parties” means both of them. (i) “SCC” means the Special Conditions of Contract by which the GCC may be amended or supplemented but not over-written. (j) “Services” means the work to be performed by the Agency pursuant to this RFP (k) “Sub-consultants” means an entity to whom/which the Agency subcontracts any part of the Services while remaining solely liable for the execution of the Contract.
2	Relationship between the Parties	2.1. Nothing contained herein shall be construed as establishing a relationship of master and servant or of principal and agent as between the Client and the Agency. The Agency, subject to this Contract, has complete charge of the Experts and Sub-consultants, if any, performing the Services and shall be fully responsible for the Services performed by them or on their behalf hereunder.
3	Law Governing Contract	3.1. This Contract, its meaning and interpretation, and the relation between the Parties shall be governed by the Applicable Law of Union of India.
4	Language	4.1. This Contract has been executed in the language specified in the SCC, which shall be the binding and controlling language for all matters relating to the meaning or interpretation of this Contract.
5	Headings	5.1. The headings shall not limit, alter or affect the meaning of this Contract.
6	Communications	6.1 Any communication required or permitted to be given or made pursuant to this Contract shall be in writing in the language specified in Clause GCC 4. Any such notice, request or consent shall be deemed to have

		been given or made when delivered in person to an authorized representative of the Party to whom the communication is addressed, or when sent to such Party at the address specified in the SCC. 6.2 A Party may change its address for notice hereunder by giving the other Party any communication of such change to the address specified in the SCC.
7	Location	7.1. The Services shall be performed at any of the location under State of Meghalaya
8	Authorized Representatives	8.1 Any action required or permitted to be taken, and any document required or permitted to be executed under this Contract by the Client or the Agency may be taken or executed by the officials specified in the SCC.
9	Corrupt and Fraudulent Practices a. Commissions and Fraudulent Practices	9.1 Compliance to corrupt and fraudulent practices as applicable in client's county to be adhered to by the Agency. 9.2 The Client requires the Agency to disclose any commissions, gratuities or fees that may have been paid or are to be paid to agents or any other party with respect to the selection process or execution of the Contract. The information disclosed must include at least the name and address of the agent or other party, the amount and currency, and the purpose of the commission, gratuity or fee
	B. Commencement, Completion, Modification and Termination of Contract	
10	Effectiveness of Contractiveness of Contract	10.1 This Contract shall come into force and effect on the date (the "Effective Date") of the Client's notice to the Agency instructing the Agency to begin carrying out the Services. This notice shall confirm that the effectiveness conditions, if any, listed in the SCC have been met.
11	Termination of Contract for Failure to Become Effective	11.1 If this Contract has not become effective within such time period after the date of Contract signature as specified in the SCC, either Party may, by not less than twenty two (22) days written notice to the other Party, declare this Contract to be null and void, and in the event of such a declaration by either Party, neither Party shall have any claim against the other Party with respect hereto.
12	Commencement of Services	12.1. The Agency shall begin carrying out the work not later than the number of days after the Effective Date specified in the SCC.
13	Expiration Contract	13.1. Unless terminated earlier pursuant to Clause GCC 18 hereof, this Contract shall expire at the end of such time period after the Effective Date as specified in the SCC.
14	Entire Agreement	14.1. This Contract contains all covenants, stipulations and provisions agreed by the Parties. No agent or representative of either Party has authority to make, and the Parties shall not be bound by or be liable for, any statement, representation, promise or agreement not set forth herein.
15	Modification for Variations	15.1. Any modification or variation of the terms and conditions of this Contract, including any modification or variation of the scope of the Services, may only be made by written agreement between the Parties.

		However, each Party shall give due consideration to any proposals for modification or variation made by the other Party.
16	Force Majeure	
a	Definition	16.1. For the purposes of this Contract, “Force Majeure” means an event which is beyond the reasonable control of a Party, is not foreseeable, is unavoidable, and makes a Party’s performance of its obligations hereunder impossible or so impractical as reasonably to be considered impossible under the circumstances, and subject to those requirements, includes, but is not limited to, war, riots, civil disorder, earthquake, fire, explosion, storm, flood or other adverse weather conditions, strikes, lockouts or other industrial action confiscation or any other action by Government agencies. 16.2. Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party nor (ii) any event which a diligent Party could reasonably have been expected to both take into account at the time of the conclusion of this Contract and avoid or overcome in the carrying out of its obligations hereunder. 16.3. Force Majeure shall not include insufficiency of funds or failure to make any payment required hereunder.
b	No breach of Contract	16.4 The failure of a Party to fulfil any of its obligations hereunder shall not be considered to be a breach of, or default under, this Contract insofar as such inability arises from an event of Force Majeure, provided that the Party affected by such an event has taken all reasonable precautions, due care and reasonable alternative measures, all with the objective of carrying out the terms and conditions of this Contract
c	Measures to Be taken	16.5 A Party affected by an event of Force Majeure shall continue to perform its obligations under the Contract as far as is reasonably practical, and shall take all reasonable measures to minimize the consequences of any event of Force Majeure. 16.6 A Party affected by an event of Force Majeure shall notify the other Party of such event as soon as possible, and in any case not later than seven calendar days following the occurrence of such event, providing evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible. 16.7 Any period within which a Party shall, pursuant to this Contract, complete any action or task, shall be extended for a period equal to the time during which such Party was unable to perform such action as a result of Force Majeure. 16.8 During the period of their inability to perform the Work/Service as a result of an event of Force Majeure, the Agency, upon instructions by the Client, shall either: (a) demobilize, in which case the Agency shall be reimbursed for additional costs they reasonably and necessarily incurred, and, if required by the Client, in reactivating the Services; or (b) continue with the Services to the extent reasonably possible, in which case the Agency shall continue to be paid under the terms

		of this Contract and be reimbursed for additional costs reasonably and necessarily incurred. 16.9 In the case of disagreement between the Parties as to the existence or extent of Force Majeure, the matter shall be settled in front of Secretary Industries. To avoid any further escalation, both parties need to adhere the decision which is taken by Secretary Industries.
17	Suspension	17.1 The Client may, by written notice of suspension to the Agency, suspend all payments to the Agency hereunder if the Agency fails to perform any of its obligations under this Contract, including the carrying out of the Services, provided that such notice of suspension (i) shall specify the nature of the failure, and (ii) shall request the Agency to remedy such failure with in a period not exceeding thirty (30) calendar days after receipt by the Agency of such notice of suspension.
18	Termination	18.1 This Contract may be terminated by either Party as per provisions set up below:
a	By the client	18.1.1 The Client may terminate this Contract in case of the occurrence of any of the events specified in paragraphs (a) through (e) of this Clause. In such an occurrence the Client shall give at least thirty (30) calendar days' written notice of termination to the Agency in case of the events referred to in (a) through (d); at least sixty (60) calendar days' written notice in case of the event referred to in (e); and at least five (5) calendar days' written notice in case of the event referred to in (e): (a) If the Agency fails to remedy a failure in the performance of its obligations hereunder, as specified in a notice of suspension pursuant to Clause GCC17; (b) If the Agency becomes insolvent or bankrupt or enter into any agreements with their creditors for relief of debt or take advantage of any law for the benefit of debtors or go into liquidation or receivership whether compulsory or voluntary; (c) If the Agency fails to comply with any final decision reached as a result of arbitration proceedings. (d) If, as the result of Force Majeure, the Agency is unable to perform a material portion of the Services for a period of not less than sixty (60) calendar days; (e) If the Client, in its sole discretion and for any reason whatsoever, decides to terminate this Contract; 18.1.2. Furthermore, if the Client determines that the Agency has engaged in corrupt, fraudulent, collusive, coercive or obstructive practices, in competing for or in executing the Contract, then the Client may, after giving fourteen (14) calendar days written notice to the Agency, terminate the Agency 's employment under the Contract.
b	By the Agency	18.1.3. The Agency may terminate this Contract, by not less than thirty (90)

		calendar days' written notice to the Client, in case of the occurrence of any of the events specified in paragraphs (a) through (d) of this Clause. a. If the Client fails to pay any money due to the Agency pursuant to this Contract and not subject to dispute within forty-five (45) calendar days after receiving written notice from the Agency that such payment is overdue. b. If, as the result of Force Majeure, the Agency is unable to perform a material portion of the Services for a period of not less than sixty (60) calendar days. c. If the Client fails to comply with any final decision reached as a result of arbitration pursuant d. If the Client is in material breach of its obligations pursuant to this Contract and has not remedied the same within forty-five (45) days (or such longer period as the Agency may have subsequently approved in writing) following the receipt by the Client of the Agency's notice specifying such breach.
c	Cessation of Rights and Obligations	18.14. Upon termination of this Contract pursuant to Clauses GCC 11 or GCC 18 hereof, or upon expiration of this Contract pursuant to Clause GCC 13, all rights and obligations of the Parties hereunder shall cease, except (i) such rights and obligations as may have accrued on the date of termination or expiration, (ii) the Agency's obligation to permit inspection, copying and auditing of their accounts and records set forth in Clause GCC 23, and (iv) any right which a Party may have under the Applicable Law.
d	Cessation of Services	18.1.5 Upon termination of this Contract by notice of either Party to the other pursuant to Clauses GCC 18a or GCC 18b, the Agency shall, immediately upon dispatch or receipt of such notice, take all necessary steps to bring the Services to a close in a prompt and orderly manner and shall make every reasonable effort to keep expenditures for this purpose to a minimum. With respect to documents prepared by the Agency and equipment and materials furnished by the Client, the Agency shall proceed as provided, respectively, by Clauses GCC25.
e	Payment upon Termination	18.1.6 Upon termination of this Contract, the Client shall make the following payments to the Agency: (a) payment for Services satisfactorily performed prior to the effective date of termination; and (b) in the case of termination pursuant to paragraphs(d)and (e) of Clause GCC 18.1.1, reimbursement of any reasonable cost incidental to the prompt and orderly termination of this Contract
	C Obligation of the Agency	
19	General	
	a. Standard of Performance	19.1 The Agency shall perform the Work/Services and carry out the work/services with all due diligence, efficiency and economy, in accordance with generally accepted professional standards and practices, and shall observe sound management practices, and employ appropriate technology and safe and effective equipment, machinery, materials and methods. The

		Agency shall always act, in respect of any matter relating to this Contract or to the Services, as a faithful adviser to the Client, and shall at all times support and safeguard the Client's legitimate interests in any dealings with the third parties. 19.2 The Agency shall deploy such qualified and experienced professionals and agency as are required to carry out the Services 19.3 The Agency may subcontract part of the Work/Services, however the Agency shall retain full responsibility for the Work/Services.
	b. Law Applicable to Services	19.4 The Agency shall perform the Services in accordance with the Contract and the Applicable Law and shall take all practicable steps to ensure that it comply with the Applicable Law.
20	Conflict of Interests	20.1 Agency shall hold the Client's interests paramount, without any consideration for future work, and strictly avoid conflict with other assignments or their own corporate interests.
a	Agency Not to Benefit from Commissions, Discounts, etc.	20.1.1 The payment of the Agency pursuant to GCC (Clauses GCC 30 through 34) shall constitute the Agency's only payment in connection with this Contract and Agency shall not accept for its own benefit any trade commission, discount or similar payment in connection with activities pursuant to this Contract or in the discharge of its obligations here under 20.1.2 Furthermore, if the Agency, as part of the Services, has the responsibility of advising the Client on the procurement of goods, works or services, the Agency shall comply with such responsibility in the best interest of the Client. Any discounts obtained by the Agency in the exercise of such procurement responsibility shall be for the account of the Client.
	Prohibition of Conflicting Activities	20.1.3 The Agency shall not engage either directly or indirectly, in any business or professional activities that would conflict with the activities assigned to them under this Contract. 20.1.4 Agency or its subsidiaries shall not participate in other RFPs related to this project.
21	Liability of the Agency	21.1 Subject to additional provisions, if any, set forth in the SCC, the Agency's liability under this Contract shall be provided by the Applicable Law.
22	Insurance to be Taken out by the Agency	22.1 If applicable, The Agency (i) shall take out and maintain, at its own cost but on terms and conditions approved by the Client, insurance against the risks, and for the coverage specified in the SCC, and (ii) at the Client's request, shall provide evidence to the Client showing that such insurance has been taken out and maintained and that the current premium therefore have been paid
23	Accounting, Inspection and Auditing	23.1 The Agency shall keep, and shall make all reasonable efforts to keep, accurate and systematic accounts and records in respect of the Services and in such form and detail as will clearly identify relevant time changes and costs. 23.2 The Agency shall permit, the client auditors/ other statutory auditors

		to inspect the Site and/or all accounts and records relating to the performance of the Contract and the submission of the Proposal to provide the Services, and to have such accounts and records audited by auditors appointed of the client.
24	Reporting Obligations	24.1 The Agency shall submit to the Client the reports and documents and other deliverables in the numbers and within the time periods set forth in the said Appendix.
25	Proprietary Rights of the Client in Reports and Records	25.1 All reports and relevant data and information such as maps, diagrams, plans, databases, other documents and software, supporting records or material compiled or prepared by the Agency for the Client in the course of the Services shall remain the absolute property of the Client. The Agency shall, not later than upon termination or expiration of this Contract, deliver all such documents to the Client, together with a detailed inventory thereof. The Agency may retain a copy of such documents, data and/or software but shall not use the same for purposes unrelated to this Contract.
D. Obligations of the Client		
26	Assistance and Exemptions	26.1 Unless otherwise specified in the SCC, the Client shall use its best efforts to: (a) Assist the Agency with obtaining work permits for its officials and any other similar documents as shall be necessary to enable the personnel of agency to perform the Services. (b) Provide to the agency any such other assistance as may be specified in the SCC.
27	Access to Project Site	27.1 The Client warrants that the agency shall have, free of charge, unimpeded access to the project site in respect of which access is required for the performance of the Services.
28	Change in the Applicable Law Related to Taxes and Duties	28.1 If, after the date of this Contract, there is any change in the applicable law in the Client's country with respect to taxes and duties which increases or decreases the cost incurred by the Agency in performing the Services, then the fee payable to the Agency under this Contract shall not be increased or decreased accordingly by agreement between the Parties hereto, and corresponding adjustments shall be made to the Contract price.
29	Payment Obligation	29.1 In consideration of the Services performed by the Agency under this Contract, the Client shall make such payments to the Agency for the deliverables specified in the contract if it has been approved by Client as per guidelines.
E. Payments to the Agency		
31	Taxes and Duties	31.1 The Agency is responsible for meeting any and all tax liabilities arising out of the Contract unless it is stated otherwise in the SCC.

32	Currency of Payment	32.1 Any payment under this Contract shall be made in the INR only.
33	Mode of Billing and Payment	33.1 Payment under this contract will be made as stated in the SCC.

Annexure 18: Special Conditions of Contract

Number of GCC Clause	Amendments of, and Supplements to, Clauses in the General Conditions of Contract
GCC 4.1	The language is: English
GCC 8.1	The Authorized Representatives are: For the Client: _____ For the Agency: _____
GCC 10.1	The effectiveness condition of the contract is: the date of signing of the contract.
GCC 11.1	Termination of Contract for Failure to Become Effective: The time period shall be 22 days.
GCC 12.1	Commencement of Services: Agency shall commence the services within 10 (ten) days from date of signing of the contract
GCC 13.1	Expiration of Contract: The contract shall expire on 31st Mar 2027 unless otherwise extended by an amendment. The contract shall however be available for modification as per GCC 15.1
GCC 15.1	Following is added: The client, however, reserves the right to modify the contract on its existing terms and conditions, allowing for reasonable timeline for completion subject to approval of competent authority for project completion timeline and funds etc. Such modifications can be more than once as per requirement of the project and shall be carried out by the client at the earliest.
GCC 19	Add the following: 19.4 The Completed Work/Services shall be approved by Department of Commerce and Industries after submission of relevant documents. The Client has the ultimate right for rejection of completed work/services, if the work/services are not meeting the guidelines.
GCC 21.1	“Limitation of the Agency’s Liability towards the Client: (a) Except in the case of gross negligence or willful misconduct on the part of the Agency in carrying out the Services, the agency, with respect to damage caused by the agency to the Client’s property, shall not be liable to the Client: (i) for any indirect or consequential loss or damage; and

	(ii) for any direct loss or damage that exceeds two times the total value of the Contract; (b) This limitation of liability shall not (i) affect the agency's liability, if any, for damage to Third Parties caused by the Agency; (ii) be construed as providing the agency with any limitation or exclusion from liability which is prohibited by the "Applicable Law".
GCC 22.1	None of the payment regarding insurance of anything shall be incurred by Client. The insurance coverage against the risks shall be as follows if applicable.: (a) Professional liability insurance, with a minimum coverage of an amount equivalent to twice the value of the contract in relevant currencies b) Third Party liability insurance, with a minimum coverage of <i>as per applicable law</i>.
GCC 24	Add the following: The Agency agrees to support the Authority with additional Departmental task beyond the specified contract tenure, without additional charges/fees, upto 12 months.
GCC 26.1	Add the following: c) The Agency shall be responsible for coordination with MSMEs, and make sure for their presence in workshop/training
GCC 30.1	The Contract price basis is including of all taxes and all expenses incurred for conducting workshop/training
GCC 31.1	Income Tax will be deducted at source as per the prevailing Income Tax Rules.
GCC 33.1	Payment for Agency Services: As mentioned in RFP under Clause 5.1.

Annexure 19: Self-Declaration Certificate

(On Rs. 300 Stamp Paper)

Date:

Place:

To,
Director,
Commerce and Industries Department,
Plot D/L 15, Lower Nongrim Hills, Shillong,
East Khasi Hills – 793003, Meghalaya

Subject: Self-Declaration Regarding Litigation History

Dear Sir/Madam,

I, **[Name of the Authorized Signatory]**, **[Designation]**, duly authorized by **[Name of the Company/Organization]**, with its registered office at **[Complete Address]**, CIN No: **[Company Identification Number]**, PAN No: **[Permanent Account Number]**, GSTIN: **[GST Identification Number]**, do hereby solemnly declare that there are no litigation/arbitration (pending/ongoing) proceedings pertaining to the agency / affirm the following litigation/arbitration proceedings pertaining to the agency with final judgments:

- 1.
- 2.

We submit this declaration in full compliance with the terms and conditions of the RFP, and the information provided is true and correct to the best of our knowledge and belief.

Thanking you,
Yours faithfully,

[Signature of the Authorized Signatory]

[Name of the Authorized Signatory]

[Designation]

[Name of the Company/Organization]

Registered Office Address:

Contact Number:

Email ID:

Company Seal/Stamp:

