

**Empanelment of Creative Agency
with access to Printing Press**

**DIRECTORATE OF FOOD PROCESSING
Government of Meghalaya
Cleve Colony
Shillong – 793003
www.dofpmeghalaya.com**



Details

The Directorate Of Food Processing invites Agencies to submit their proposal for **Empanelment of Creative Agencies with access to Printing Press for 24 months.**

It is important to note that the Directorate Of Food Processing will empanel multiple shortlisted agencies post selection by the Selection Committee based on the past experience and cost proposed. Selection does not necessarily mandate a Work Order. Work Order for every creative or creative and print will be issued separately.

1. Date of Issue of EOI – 6th March 2023
2. Initially the offer for EOI shall be valid for eighteen (18) days. This may be extended further if required by DOFP
3. EOI Proposal Submission Mode - Submission through physical mode/courier/post at / to -

The Officer on Special Duty,
Directorate Of Food Processing,
Cleve Colony, Shillong-793003,
East Khasi Hills District, Meghalaya

4. Last Date of Submission – 20th March 2023
5. Contact Details – 9436171683 or dofpmeghalaya@gmail.com

EXECUTIVE SUMMARY

The Government of Meghalaya created the **Directorate Of Food Processing** under the Department of Agriculture in May 2018 to look into the various activities relating to Food Processing in the State. Among its various listed objectives, those that form an appropriate background to understanding the purpose of this document include:

- 1) To **develop entrepreneurship** in the State
- 2) The Directorate makes all possible efforts to **expand the market** for the processed products, by way of organizing festivals, and participating in exhibitions and expositions in and outside the state periodically
- 3) The Directorate aims at **creating academic opportunities** for the youth

These objectives are largely supported by publicity and marketing collaterals since they need wide reach and information dissemination between the local entrepreneurs and food processing sectors across the globe. This is where advertisements and printed materials like brochures, pamphlets, banners etc play an important role.

INTENT

This EOI is for the **Empanelment of Creative Agencies with access to Printing Press.**

The validity of the empanelment is for 24 months from the date of appointment.

TERMS OF REFERENCE

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

QUALIFICATION CRITERIA

1. The Bidder shall be Agencies/ Firm/ Company/ Partnership/ Limited Liability Partnership (LLP) /Proprietorship/ Govt. Undertaking registered under the Indian Companies Act, 1956/ Indian Partnership Act, 1932 (whichever is applicable). All subsidiary/ holding/associate/ affiliates in India shall be treated as one entity
2. The Bidder must have its main registered office in Meghalaya
3. The Bidder must have experience in the same field as the project requirement in the last 2 years

4. The Bidder shall have a minimum Average Annual Turnover of INR. 20 lakhs (Rupees twenty lakhs) in the past two financial years preceding the EOI submission date from similar activities as sought in this EOI which is certified by a Chartered Accountant
5. Valid Trading License for Non-Tribal issued by the concerned Autonomous District Council.
6. ST/SC Certificate (if applicable).
7. The Bidder should not have been blacklisted or Barred by any State Government, Central Government or any other Public Sector Undertaking or a Corporation or any other Autonomous organization of Central or State Government as on Bid submission date

CRITERIA AND SELECTION METHOD

1. The screening of all EOIs received shall be as per eligibility conditions mentioned in this document and based on verification of certificates / attachments submitted
2. A Selection Committee has been constituted to evaluate all EOIs based on their past experience of handling similar projects and the agency's financial proposal. The Selection Committee's decision will be final
3. Firms will be shortlisted based on the following scores: -
 - i. Past experience in similar projects : 50%
 - ii. Cost quoted for execution(list of products attached): 50%
4. Though multiple agencies may be empanelled, work will be given to the firm (1) with the lowest cost quoted or (2) an idea will be floated to all empanelled agencies but the will then be awarded work based on their capabilities and specialisation.
5. The selected **Agency** will be issued Work Order based on an agreed upon price proposal as and when a project / work crops up
6. Prior to completion of the 24 months, the selected Agency should do a proper hand over to the Directorate of Food Processing.
7. Once again, the Selection Committee's decision will be final

INSTRUCTIONS

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

The Agency shall submit an envelope clearly labelled: “Empanelment of **Creative Agency for DOFP, Government of Meghalaya**” and containing:

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

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

Format 1 – Cover Letter

[Date]

To,

The Officer on Special Duty,
Directorate Of Food Processing,
Cleve Colony,
Shillong-793003,
Meghalaya

Subject: EOI for Empanelment of Creative Agency with access to a Printing Press for the DOFP, Government of Meghalaya

Sir/Madam,

With reference to your EOI Document dated _____. We have examined the published documents and understood their contents. We hereby submit our Proposal for Empanelment of Creative Agency with access to a Printing Press. Our correspondence details with regard to this EOI are:

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

We certify that all information provided in the proposal and those attached are true and correct and that nothing has been omitted which renders such information misleading. All documents accompanying this proposal are true copies of their respective originals. We shall make available any additional information that may be deemed necessary or required for supplementing or authenticating the EOI. We understand that submitting this proposal does not mean a Work Order and agree and undertake to abide by the terms and conditions as set in the EOI document.

Yours faithfully,

(On Behalf of Company Name)

(Signature, name and designation of the authorized signatory)

Format 2 – Bidder's Record

1. Legal Name of the Agency
2. Registered Office Address
3. Agency is blacklisted by Government
4. Agency registered under Act
5. Registration Number and Date of Registration
6. Working Experience in total
7. Similar Experience in _____Years (Format 4 with Work Orders / Completion Certificates as Proof)
8. Annual Turnover Certificate for three years (FY 2019-20, FY 2020-21, FY 2021 - 22) - Format 3 with Turnover CA Certificate as Proof to be attached

Format 3 – Financial Strength

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

Format 4 – Experience in Similar Projects

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

(Add more records if needed)

Format 5 – Cost Proposal

Sl. No.	Size	GSM / Size	Rate /Page for more than 500 but less than 2000 pages
1.	Offset Printing A5 (Colour)	170	
2.	Offset Printing A5 (B&W)	170	
3.	Offset Printing A4 (Colour)	170	
4.	Offset Printing A4 (B&W)	170	
5.	Offset Printing A4 (Colour)	250	
6.	Offset Printing A4 (B&W)	250	
7.	Printing of Labels/ Stickers (Matt)	8 X 15 cms	
8.	Printing of Labels/ Stickers (Glossy)	8 X 15 cms	
9.	Perfect Binding (100 pages)	Rate per unit	
10.	Hard Bound (100 pages)	Rate per unit	
11.	Pin Binding (50 pages)	Rate per unit	
12.	Counterfoiling (100 pages)	Rate per unit	
13.	A4 Gloss Lamination	Rate per unit	
14.	A4 Matt Lamination	Rate per unit	
15.	A4 Jacket Cover	Rate per unit	
16.	A3 Digital Printing (1 page)	130-250	
17.	A4 Digital Printing (1 page)	130-250	
18.	Invitation with envelopes	150 X 210 mm	
19.	Badges	93 X 210 mm	
20.	Tent Crads	A5	
21.	Vinyl Printing	1 sq ft	
22.	Vinyl Sunboard	1 sq ft	
23.	Certificates	A4	
24.	Standee	2.5 X 6 ft	
25.	Flex Printing	1 sq ft	
26.	Newspaper / Magazine ad design	A4	
27.	Poster design		
28.	Brochure Design	20 pages	
29.	Pamphlet / Flier Creative	22 X 36 cms	
30.	Design of Label/Sticker	8 X 15 cms	
31.	Video Clip (entire production)	2 mins	

These rates are indicative and will be used only as criteria for selection for empanelment. Given that rates change based on Size, Paper and Quantity, it may be noted that these rates are not to be understood as fixed.

Format 6 – Self-Declaration

Self - Declaration Form

I / We the undersigned do hereby declare that I / we have never been blacklisted and / or there was no debarring actions against us for any default or misdeed by any State Government, Central Government or any other Public Sector Undertaking or a Corporation or any other Autonomous organization of Central or State Government as on EOI submission date.

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

Date:

Yours faithfully,

Place:

Annexure 1

The Creative Agency shall be responsible for only the Work Order given.

The **Scope of Work** will broadly include -

Once a job opportunity arises, it will be made know with details like deadline, size, numbers etc to all empanelled agencies

Each empanelled agency is to submit a design idea along with a cost proposal for the same within the stipulated time

The Directorate will base its selection on 3 criteria

1. Creative Idea
2. Cost
3. Time to complete

The selected Agency will be informed and a Work Order will be issued mentioning the job detail, agreed cost and timeline

Being empanelled does not assure a Work Order

The Agencies may propose additional activities as mentioned below -

Important to note that these are the broadly listed scope of work. However, the Creative Agency can also propose suggestions for additional value-added activities and can base their concept and cost on the same.