



**GOVERNMENT OF MEGHALAYA**  
**Meghalaya Institute of Entrepreneurship**

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Shillong- 793001

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MIE 580/2017-18/4605

Email: mieshillong@gmail.com  
Dated: 16<sup>th</sup> March, 2018

**Expression of Interest (EOI)**

On behalf of the Department of Agriculture, Government of Meghalaya and the Meghalaya Small Farmers Agri Business Consortium (MgSFAC), the Meghalaya Institute of Entrepreneurship (MIE), Government of Meghalaya, invites Expressions of Interest (EOI) from local agencies for empanelment as advertising agencies for the 1917iTEAMS project of Department of Agriculture, Government of Meghalaya. Detailed terms and conditions may be downloaded from the website of the MIE at [http:// http://www.mieshillong.org](http://http://www.mieshillong.org) or the departmental website at <http://www.megagriculture.gov.in>. ***The last date of submission of responses to the EOI is 24/03/2018.***

EOI No: MIE 580/2017-18/4605  
Dated Shillong 16<sup>th</sup> March 2018

Signature

Officer on Special Duty  
Meghalaya Institute of Entrepreneurship  
&  
Member Secretary  
1917iTEAMS PMU

# **Expression of Interest (EoI) for empanelment of advertising agencies for the 1917iTEAMS project of Department of Agriculture, Government of Meghalaya**

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## **MEGHALAYA INSTITUTE OF ENTREPRENEURSHIP (MIE)**

Government of Meghalaya

Shillong, Meghalaya

16<sup>th</sup> March 2018

**EOI No:** MIE 580/2017-18/4605

**Date:** 16<sup>th</sup> March, 2018

# **Expression of Interest (EoI) for Empanelment of Advertising Agency for 1917iTEAMS project of Department of Agriculture, Government of Meghalaya**

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## **1. Background**

To address the critical issue of enabling and facilitating access to remunerative and sustainable markets for farmers' produce in the most transparent, efficient and effective manner the Government of Meghalaya has put in place the implementation and operation of an affordable logistics, evacuation and facilitation service called the Integrated Technology Enabled Agri Management System or 1917iTEAMS in short, which is loosely modelled on the 108 Emergency Services in terms of farmers / citizens being able to dial a single toll free number namely 1917, connected to a centralized call, dispatch and facilitation centre called the Agri Response Centre (ARC) for services related to lifting, evacuation and transport of agriculture produce and inputs, advisory services, market intelligence, domain knowledge and life skilling facilities. The ARC is linked to customized and branded cargo vehicles called the Agri Response Vehicles (ARVs) located across the state which move out, under the direction and tracking of the ARC, to lift farmer's produce from aggregation sites and transport the produce directly to the farmers' choice of markets.

The ARC hosts an omnibus platform that collates saleable produce data, evacuation, logistics demand of farmers, VECs, FPOs, SHGs, Cooperatives etc on the supply side based on calls made to the ARC number and the requirement for agri produce / products from buyers on the demand side through an algorithm and matrix to be made available to farmers and buyers on their mobile phones in an easy to read format. In addition the ARC will also have a content dissemination section that will push out crop, weather, animal health, input dealers, market price, plant protection and expert advisories based upon content generated by the 1917iTEAMS ecosystem and through an app driven interface. By leveraging on the outreach of mobile telephony apps and the market information generated by the system, the 1917iTEAMS platform will enable both buyers and sellers to make informed marketing choices.

Unlike other technology based platforms, the 1917iTEAMS is not a place where trade or buying and selling will happen. It is simply a cloud based level playing field where buyer and seller are made aware of each other's needs and prices and decide on whom to shake hands with. Once the deal is done the farmer / buyer places the call to the ARC on the toll free number (1917) for lifting and transportation of the produce by the ARVs to their choice of destination.

## **2. Scope of Work**

The empanelled agency shall render the following services:

- a. Designing of advertisements in newspapers & Magazines
- b. Designing of folders/brochures/pamphlets/ newsletters

- c. Image building exercise, including corporate ad campaigns
- d. Designing, fabrication and display in exhibitions/fairs/workshops and related work.
- e. Hoardings & other outdoor display
- f. Production of Jingles & Radio spots
- g. Creation of concepts & designs for Ads, Banners, Posters, Standees, Hoardings etc

**Note:** Any printing activity undertaken will be paid on Government approved rates. Any payment made to newspapers/radio station/ TV stations for advertisements will be on reimburseable basis only.

### **3. Essential eligibility criteria**

**The advertising agency should fulfil the following criteria:**

1. INS accredited agency will be preferred
2. Minimum 3 years of experience in advertising and publicity
3. Agency should be on the panel of at least 01 or more Government Agency/Society/Company.
4. Full-fledged office set-up in Shillong and office in one more city in north-east or eastern region will be preferable.
5. Minimum average turnover of the ad agency should be Rs. 50 lakhs, as per audited statement of accounts of 2014-15, 2015-16 and 2016-17 (with documentary proof)
6. Agency should not be involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this Request for Empanelment and in the execution of agreement.

### **3. General Conditions**

1. The empanelment shall be for a period of 3 (three) years from the date of empanelment with provision for annual review.
2. Continuation of the services of the agencies shall depend upon satisfactory performance of the agency.
3. The agency shall not be paid for translation of advertisement material in English or Khasi or Garo or any other Indian language, if required.
4. The agency shall print 1917iTEAMS name and logo as per the approved masthead and the text in approved type font. Any deviation in this regard shall lead to suspension of business.

5. If the agency fails to execute any advertisement or publicity work of 1917iTEAMS in scheduled time, the agency can be de-empanelled from business.
6. 1917iTEAMS reserves the right to discontinue the services of the agency at any time without assigning any reason whatsoever and only giving 30 days written Notice.
7. Concessions and offers granted by publications (if any) to be passed on to 1917iTEAMS.

#### 4. Evaluation of the response to EoIs

<b>Table A</b>		
<b>S.No.</b>	<b>Technical Capacity criteria</b>	<b>Maximum Score (Total 100)</b>
1.	Relevant Experience Above 3 years : 2 marks for every additional year completed up to maximum 10 marks for a period of 5 years beyond 3 years	10
2.	<b>Regarding Shillong office</b> <input type="checkbox"/> Shillong office with required infrastructure (5 marks) <input type="checkbox"/> Number of staff on regular pay role  (Below 5 persons: 0 marks, Above 5 persons : 5 marks) <input type="checkbox"/> In-house Creative designer ( 5 marks) <input type="checkbox"/> In-house Copywriter (5 marks)	20
3.	<input type="checkbox"/> Having offices in one more place other than Shillong (5 marks) <input type="checkbox"/> Presence in panel of more than 1 Government Agency (5 marks) <input type="checkbox"/> Experience in putting up of exhibition pavilion (5 marks) <input type="checkbox"/> Experience in social media (5 marks) <input type="checkbox"/> Experience in Multimedia/Corporate film production (5 marks) <input type="checkbox"/> Experience in making jingles/in - house musician (5 marks)	30
4.	<input type="checkbox"/> Average Turnover as per audited statement of accounts	10

	<b>2014-15, 2015-16 and 2016-17</b> (Rs 50 lakhs to Rs 1 crore: 5 marks, Above 1 crore: 10 marks)	
5.	<b>Net Profit (last 3 years)</b> (All three years positive: 10 marks, Two years positive: 5 marks, and one year positive : 3 marks)	10
(total: 80 marks)		
<b>NB:</b> All the above information should be duly supported by documentary evidences		
<b>Table B</b> 20		
The shortlisted agency has to make presentation on the next day of the opening of the bid along with note on the project		20

On technical evaluation of the parameters as indicated in Table A (Sl 1 to 5), the agencies scoring minimum 60% (48 marks & above) would be shortlisted.

The shortlisted agencies obtaining the highest total combined score in evaluation of technical capacity criteria and Presentation along with Brief write-up (Table A & Table B) will be ranked as H-1 followed by the bids securing lesser marks as H-2, H-3, etc. High scoring Bids up to three (number may be less than three but not exceeding three) shall be invited for empanelment and execution of agreement thereafter.

## 5. Letter of Award

On acceptance of Bid for awarding the contract, 1917iTEAMS will issue a Letter of Award “LOA” to the successful Respondents in writing that their bids have been accepted and such successful Respondents will have to sign a “Service and Confidentiality Agreement”. After signing of the Agreement, no variation in or modification of any of the terms of the Agreement shall be made except by written amendment signed by the parties. The empanelled firms will be allocated work as per requirements and would have to quote financial bids in accordance with the work allocated.

## **6. Discretion of 1917iTEAMS**

I. During technical evaluation of the Bids, 1917iTEAMS may, at its discretion, ask Respondents for clarification on their bid and visit their office premises at Shillong.

The Respondents are required to respond within the time frame prescribed by 1917iTEAMS.

II. 1917iTEAMS reserves the right to reject any or all the Bids for the proposed Consultancy assignment without assigning any reason whatsoever.

III. 1917iTEAMS also reserves the right to reject any bid if at any time, a material misrepresentation is made or uncovered, or the agency/ firm/entity do not respond promptly and thoroughly to requests for supplemental information required for the evaluation of the bid.

## **7. Submission Details**

Eligible agencies are invited to send their bids in sealed envelopes superscribed with “**EOI for Empanelment of Advertising Agency**”, so as to reach the address stated below on or before **24<sup>th</sup> March, 2018** (by 15:00 Hrs).

**Meghalaya Institute of Entrepreneurship and 1917iTEAMS PMU**  
**Top Floor**  
**MATI Building**  
**Shillong – 793001**  
**Meghalaya**



Officer on Special Duty  
Meghalaya Institute of Entrepreneurship  
&  
Member Secretary  
1917iTEAMS PMU