



**REQUEST FOR PROPOSAL – Engaging services of an Agency for Branding  
for the Meghalaya Games 2025, Jowai, West Jaintia Hills, Meghalaya**

**DEPARTMENT OF SPORTS AND YOUTH AFFAIRS  
GOVERNMENT OF MEGHALAYA**

**NO.DSYA/SPORTS.60/2024/1**

**22nd November, 2024**

## **DISCLAIMER:**

The information contained in this Request for Proposal document (“RFP” or referred to as “Process”) or subsequently provided to bidders, whether verbally or in documentary or any other form by or on behalf of Department of Sports, Government of Meghalaya (hereby referred to as ‘Authority’ or ‘Department’) or any of its employees or advisers, is provided to bidders on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.

This RFP is not an agreement and is neither an offer nor invitation by the Authority to the prospective bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the assignment. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for the Department, Government of Meghalaya, its employees, or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements, and information contained in this RFP, may not be complete, accurate, adequate, or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this RFP and obtain independent advice from appropriate sources.

Information provided in this RFP to the bidders is on a wide range of matters, some of which depends upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

The Department of Sports and Youth Affairs, its employees and advisers make no representation or warranty and shall have no liability to any person including any Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Process.

The Authority also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any Bidder upon the statements contained in this RFP.

The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.

The issue of this RFP does not imply that the Authority is bound to select a Bidder or to empanel a Selected Bidder, as the case may be, for the assignment and the Authority reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever.

The bidder shall bear all its costs associated with or relating to the preparation and submission of its Proposal 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 Proposal. All such costs and expenses will remain with the Bidder and the Department 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 for submission of the Proposal, regardless of the conduct or outcome of the Process.

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## 1. Data Sheet

| S. No.               | Activity                      | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|----------------------|-------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| General              |                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 1                    | Assignment Name               | Engaging services of an Agency for Branding for the Meghalaya Games 2025, Jowai, Meghalaya                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 2                    | Client Name                   | Department of Sports and Youth Affairs, Government of Meghalaya                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 3                    | Nodal Officer Contact Details | Shri. D.D Shira, Director, Department of Sports and Youth Affairs<br><br>e-mail: <a href="mailto:dsyamegh@gmail.com">dsyamegh@gmail.com</a><br><br>Address:<br>Office of the Director, Department of Sports and Youth Affairs,<br>J.N. Stadium Complex,<br>Shillong – 793001                                                                                                                                                                                                                                                   |
| 4                    | Selection Method              | Least Cost Selection (LCS)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Proposal Preparation |                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 5                    | Language                      | All Proposals shall be submitted in English. All related correspondence shall be in English.                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 6                    | Technical Proposal            | 1 <sup>st</sup> Inner Envelope with the Technical Proposal: <ul style="list-style-type: none"> <li>• Annexure – A1: Letter of Technical Proposal</li> <li>• Annexure – A2: Format for Power of Attorney</li> <li>• Annexure – A3: Particulars of the Bidder</li> <li>• Annexure – A4: Financial Capacity of the Bidder</li> <li>• Annexure – A5: Eligible projects undertaken by the Bidder</li> <li>• Attested Copies of Eligibility Documents</li> <li>• Tender Document Payment</li> <li>• Earnest Money Deposit</li> </ul> |
| 7                    | Financial Proposal            | 2 <sup>nd</sup> Inner Envelope with the Financial Proposal: <ul style="list-style-type: none"> <li>• Annexure – B1: Financial Proposal Cover Letter</li> <li>• Annexure – B2: Financial Proposal (Bill of Quantities – BoQ)</li> </ul>                                                                                                                                                                                                                                                                                         |
| 8                    | Tender Document Payment       | Rs. 10,000/- (Rupees Ten Thousand Only), drawn in the form of a demand draft in favour of "Director of Sports and Youth Affairs, Government of Meghalaya" payable at Shillong. The Payment shall be submitted along with the 1st Inner Envelope of the Technical Proposal                                                                                                                                                                                                                                                      |



| S. No.                                     | Activity                            | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|--------------------------------------------|-------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9                                          | Earnest Money Deposit (EMD)         | Rs. 5,00,000/- (Rupees Five Lakhs Only), drawn in the form of a demand draft in favour of "Director of Sports and Youth Affairs, Government of Meghalaya" payable at Shillong. The EMD shall be submitted along with the 1st Inner Envelope of the Technical Proposal                                                                                                                                                                                                                              |
| 10                                         | Validity of the Proposal            | 90 Days                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Submission, Opening, and Evaluation</b> |                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 11                                         | Date of RFP Publication             | 23 <sup>rd</sup> November, 2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 12                                         | Submission                          | The Bidder must submit in One sealed Envelope:<br>(a) Sealed Envelope of Technical Proposal: One (1) original, one (1) copy<br>(b) Sealed Envelope of Financial Proposal: One (1) original<br>To the address of the Nodal Officer<br><br>One (1) Digital Copy of the Technical Proposal (.zip/.rar file) must also be sent to <a href="mailto:dsyamegh@gmail.com">dsyamegh@gmail.com</a><br><br><b>Both Online and Offline Submissions must be submitted in full before the Proposal due date.</b> |
| 13                                         | Clarifications                      | Clarifications may be requested in writing by email only.<br><br>All Clarifications must be requested on mail to: <a href="mailto:dsyamegh@gmail.com">dsyamegh@gmail.com</a><br><br>Last Date for Submission of Queries: 27 <sup>th</sup> November 2024, 9:00 am                                                                                                                                                                                                                                   |
| 14                                         | Date and Details of Pre-Bid Meeting | 27 <sup>th</sup> November 2024, 3:00 pm Conducted in a Hybrid Model<br><br>Online Link and Venue (with any changes) to be shared at least 24 hours before the meeting on the Meghalaya Sports website: <a href="http://www.megsports.gov.in">www.megsports.gov.in</a>                                                                                                                                                                                                                              |
| 15                                         | Proposal Due Date                   | 14 <sup>th</sup> December 2024, 10:00 am                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 16                                         | Opening of Technical Proposal       | 16 <sup>th</sup> December 2024, 1:00 pm, unless shared beforehand on the Meghalaya Sports website: <a href="http://www.megsports.gov.in">www.megsports.gov.in</a>                                                                                                                                                                                                                                                                                                                                  |
| 17                                         | Technical Presentation              | Same day as Opening of Technical Proposal.                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 18                                         | Opening of Financial Proposal       | To be notified to eligible Bidders by e-mail.                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 19                                         | Time Period of Service              | 6 Months                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

## 2. Terms of Reference

The Meghalaya Games is the State's landmark multi-sport event, to be held every year. The Games are a platform for athletes in the State to prove themselves in their respective sports and aspire for excellence in all that they do. Moreover, the Games are also an opportunity to unite Meghalaya under the banner of sports and a commitment to be better every day.

The 6<sup>th</sup> Edition of the Meghalaya Games will be held in Jowai, between the 20<sup>th</sup> and 25<sup>th</sup> of January 2025. The Games will feature 25+5 Sporting Disciplines (Competitive & Demonstrative) across 25 Venues. Athletes from all Districts will be participating in the event.

### Venues - (Tentative)

| S.No. | Venue                                                  | Sports                                      |
|-------|--------------------------------------------------------|---------------------------------------------|
| 1     | Tre tangliang ground, Ialong Village                   | Archery                                     |
| 2     | Mission Compound Sports Cultural Hall                  | Arm-Wrestling                               |
| 3     | Wahiajer Stadium                                       | Athletics                                   |
| 4     | Kiang-Nangbah Indoor Sports Hall                       | Badminton, Sports Climbing & Mountaineering |
|       |                                                        | Rollball (Demonstration Sport)              |
| 5     | Thomas Jones Synod College                             | Basketball                                  |
| 6     | Chutwakhu Indoor Sports Hall                           | Boxing                                      |
| 7     | Salaroh Cycling Track                                  | Cycling (All Categories)                    |
| 8     | Kiang Nangbah Football Stadium                         | Football                                    |
| 9     | Assam Rifles Golf Course (Shillong)                    | Golf                                        |
| 10    | Kiang-Nangbah Govt. College Indoor Hall                | Gymnastics                                  |
| 11    | Wahiajer Dorbar Shnong Indoor Sports Hall              | Judo                                        |
| 12    | Dulong SSA Upper Primary School Indoor Hall            | Karate-Do                                   |
| 13    | Lad Mukhla Playground, Mukhla Village                  | Kho-Kho                                     |
| 14    | Khliehtyrshi Darbar Hall                               | Muay Thai                                   |
| 15    | Madan Ryngkaw (Tpep-pale Playground)                   | Shooting (Long Range)                       |
| 16    | Jrisalein Playground, Chutwakhu                        | Softball                                    |
| 17    | Crinoline Swimming Complex (Shillong)                  | Swimming                                    |
| 18    | Ladthadlaboh Secondary School Indoor Hall              | Table-Tennis                                |
| 19    | Sein Raj Indoor Sports Hall, Tpep Pale                 | Taekwondo                                   |
| 20    | North-East Adventist University                        | Lawn-Tennis                                 |
| 21    | Ka Biar Ka Blai, Mission Compound Playground (Pohskur) | Volleyball                                  |
| 22    | Trep Pale Durbar Chnong Hall                           | Weightlifting                               |
| 23    | Khimusniang Indoor Sports Hall                         | Wrestling                                   |
| 24    | Jowai Presbyterian UP School Indoor Hall               | Wushu                                       |
| 25    | Dulong SSA Upper Primary School                        | Traditional Sports                          |

Swimming and Golf to be held in Shillong (Crinoline Swimming Pool and Assam Rifles respectively).

### 2.1 Scope of Work

The appointed agency will be charged with the end-to-end management of the Branding activities for the Meghalaya Games 2025 in Jowai and around Meghalaya. This will include, but not be limited to:

### **Branding:**

- Support in the recce of competition and non-competition venues and conceptualisation of branding plan.
- Design of all branding in line with the provided Branding Guidelines and submission to the authority for approval.
- Supply, loading/unloading, printing, installation, maintenance, repair, and removal of all branding articles at the competition venues, accommodations, and other relevant venues of the Meghalaya Games in Jowai and around Meghalaya as required.
- Branding would include:
  - Runner Boards
  - Arch Gates
  - Backdrops
  - Standees
  - Signages/Wayfinders
  - Directions (up to a 1 km radius outside the venues)
  - Room Labels
  - Flag Poles
  - Other forms of Flex Branding as required.
- Branding of Team Buses, Vans, and Cars deployed for the Games, in consultation with the Authorities.
- Installation of Games Branding in the cities of Shillong and Jowai as directed by the Department. This would include Hoardings, Standees, Posters, etc. The rate quoted must include the complete operational cost of design, printing, loading/unloading, installation, maintenance, repair, and removal.
- Supply and management of all required accessories and tools required for the efficient management of the installation process. This includes (but is not limited to) Welding machines, double sided tape, wires for installation etc. All these costs (including workforce/labour deployed) must be included in the quote made by the bidder.
- Repair and Maintenance of all branding across all venues. All unrepairable branding must be replaced. Repair and replacement of branding will be done by the Agency at no extra cost.
- Deployment of enough labour/workforce across the venues of the Games to ensure efficient management of all activities.
- Documentation of all work conducted by the agency and coordination with designated authority for verification of all work done.
- All branding must be water-proof and must withstand varying weather conditions.

### Quantities of Branding:

| S.No | Particulars                  | Quantity (Sq feet/units) | Material Specification                                                                                                                                 |
|------|------------------------------|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | Flex & frame - Inside venues | 70,000                   | MS Pipe Frame with Star Flex                                                                                                                           |
| 2    | Vinyl branding               | 11,000                   | Vinyl Pasting – 3M Vinyl printed on eco-solvent/latex with pasting                                                                                     |
| 3    | Vinyl on sun board branding  | 10,000                   | Vinyl Pasting on Sun board (Signages, room labels, way finders, general branding)- 3M Vinyl printed on eco-solvent/latex with pasting on 5mm sun board |
| 5    | Backdrops                    | 7,500                    | MS Pipe Frame with Star Flex                                                                                                                           |
| 6    | Main Gate Arch               | 7,500                    | MS Pipe Frame with Star Flex                                                                                                                           |
| 7    | Standees                     | 5,500                    | 6 Ft by 4Ft Wooden Frame with black masking and flex printing                                                                                          |

| S.No | Particulars        | Quantity (Sq feet/units) | Material Specification                                               |
|------|--------------------|--------------------------|----------------------------------------------------------------------|
| 8    | Stickering         | 4,000                    | Cars and bus branding 3M Vinyl printed in eco solvent with pasting   |
| 9    | Signages to Venues | 7,400                    | MS Pipe Frame with 320 GSM Blackout Star Flex                        |
| 10   | Pole Flags         | 500 units                | Pole flags (Units)                                                   |
| 11   | City Branding      | 50 Locations             | 50 Hoardings (Commercial) in and around Jowai and Shillong Meghalaya |

Note:

- This list is not exhaustive, and the appointed agency may be requested to perform other tasks similar to the scope of work mentioned above.
- **The Department reserves the right to increase/decrease the quantities in the BoQ by 30% or remove line items at its discretion without impacting the rates quoted by the bidder.**
- The Department will be responsible for making the venue available and provide access/permissions where needed. Further, the Department will appoint a nodal officer(s) to liaise with the agency(ies) for the event/activation.

## 2.2 Payment Rates and Schedule

The Payments for the task will be as per the table below:

| S.No | Payment Phases | Fee Payable                                                                                                                                                                                                                          | Percentage of Fee |
|------|----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| 1    | Phase 1        | Payment of 25% of the contract value will be made on the approval of the design and branding implementation plan by the competent authority. This payment shall be adjusted against Invoices /bills raised by the successful Bidder. | 25%               |
| 2    | Phase 2        | Successful mobilisation, installation of all branding elements across all venues and locations in and around the City of Jowai and Shillong.                                                                                         | 50%               |
| 3    | Phase 3        | Final payment post removal, uninstallation of all branding elements and retrofitting of the venues, submission of post event reports, photographs etc.                                                                               | 25%               |

Note: All payments will be made/adjusted as per actuals bills raised. Final payments will only be made on verification of all documentation/bills validated by the Department or their nomination.

It is the responsibility of the agency to ensure that all documentation, validation of work is completed before submission of bills.

## 3. Eligibility and Evaluation

### 3.1 Minimum Eligibility Criteria

| S.No | Criteria                                                                                                       | Required Documentation                                                                                                                       |
|------|----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | The Agency must be in existing for at least a period of three years and have a registered office in Meghalaya. | Documents like ROC registration, MoA of Company, AoA of Company, PAN, GST registration, etc. relating to business entity should be furnished |



| S.No | Criteria                                                                                                                                                                                                                                                                       | Required Documentation                                              |
|------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|
| 2    | In the last 5 (Five) years, the agency should have solely undertaken and completed at least 2 (two) similar works for the State/Central government, PSUs, or any other government Agency.<br><br>The contract value for the projects provided should be INR 25 Lakhs or above. | Work Order and Completion certificate from the client               |
| 3    | Financial Capacity: The agency should have an average annual turnover of at least INR 75 Lakhs per year in the last 2 financial years (2022-23; 2023-24)                                                                                                                       | Certificate from Statutory Auditor/ Registered Chartered Accountant |
| 4    | The Bidder should not have been barred by the Central Government, any State Government, a statutory authority, or a public sector undertaking, as the case may be, from participating in any project, and the bar subsists as on the date of the Proposal.                     | Self-Attested Undertaking/Declaration                               |

**Note: “Similar work” or “Similar Project” is defined throughout the document as Branding Work. Should the work experience be a part of a larger assignment, it may be considered provided there is mention of the work specifically. In such a case, only the value of the relevant work will be considered.**

Only Eligible Bidders will be taken up for the Technical and Financial Evaluation.

### 3.2 Evaluation Protocol

For the purpose of this tender process, a tender evaluation committee will be appointed by the Department to evaluate all aspects of the tender process and declare the selected vendor(s). A proposal shall be rejected outright under the following conditions:

- 1) Incomplete/incorrect Documentation
- 2) Failure to respond to supplemental information required for the evaluation of proposals
- 3) Discovery of any misinformation/misrepresentation by the bidder at any point in time before or after the awarding of contract.
- 4) A second bid from the same firm is discovered.

### 3.3 Technical Evaluation

All eligible bidders will further have their documents evaluated for Technical Qualification. The Technical Evaluation will be adjudicated on the following parameters:

| S.No. | Criteria                                                                                                                                                          | Marking                                                                                                                             | Total Marks |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|-------------|
| 1     | Number of Similar Events conducted in the last 5 Years for State/Central Government, PSUs, or any Government Agency with a project value of Rs. 25 Lakhs or above | Less than 2 Projects: 0 marks<br>2-3 Projects: 5 marks<br>4-5 Projects: 10 marks<br>6-7 Projects: 20 marks<br>8+ Projects: 30 marks | 30          |
| 2     | Average Annual Turnover in the last 2 Financial years                                                                                                             | Less than Rs. 75 Lakhs: 0 Marks<br>Rs. 75 Lakhs – Less than Rs. 1 Crore: 5 Marks<br>Rs. 1 Crore and above: 10 Marks                 | 10          |
| 3     | Number of Similar works conducted in Meghalaya                                                                                                                    | 0 Projects: 0 marks<br>1-2 Projects: 5 marks<br>3+ Projects: 10 marks                                                               | 10          |
| 4     | Technical Presentation to be evaluated based on the following parameters                                                                                          | a) Understanding of Task: 10 marks<br>b) Design Samples: 20 Marks                                                                   | 50          |

|       |  |                                                                                             |     |
|-------|--|---------------------------------------------------------------------------------------------|-----|
|       |  | c) Deployment Plan and Mobilization capacity of the bidder based on scope of work: 20 Marks |     |
| Total |  |                                                                                             | 100 |

Bidders must score a minimum of 75 Marks to be eligible to qualify for the Financial Evaluation.

### 3.5 Financial Bid Opening

Only Technically Qualified bidders will have their Financial Bids opened, and the lowest rate (on the total value of the bid) will be considered the L1 Bid and appointed the winner of the Tender Process. Should there be more than one L1 bid, the Agency with the Highest Technical Qualification Score will be selected the winner of the bid.

The Department reserves the right to appoint more than one agency provided they are L1 bidders at the lowest cost of each line item. The Scope of Work will be equally divided as best as possible at the discretion of the Department.

## 4. Instruction to Bidders

### 4.1 Number of Proposals and Respondents

- a) No Bidder shall submit more than one (1) Proposal, in response to this RFP.
- b) The RFP is non-transferable, and Proposals shall be submitted only by the respective Bidders to whom the RFP has been issued by Authority.
- c) A Bidder applying individually shall not be entitled to submit another Proposal.

### 4.2 Proposal Preparation Cost

- a) The Bidders shall bear all costs associated with the preparation and submission of the Proposal. The authority will not be responsible and liable for any costs, regardless of the conduct or outcome of the proposal/process, including after award of work.
- b) Bidders are encouraged to submit their respective Proposals after visiting the office of the Department and ascertaining for themselves the availability of documents and other data with the Department, Applicable Laws and regulations or any other matter considered relevant by them.
- c) All papers submitted with the Proposal are neither returnable nor claimable.

### 4.3 Right to Accept/Reject any or all Proposals

Notwithstanding anything contained in this RFP, Authority reserves the right to accept or reject any Proposal and to annul the bidding process and reject all the Proposals, at any time without any liability or any obligation for such acceptance, rejection or annulment, without assigning any reason.

### 4.4 Clarifications sought by the Bidder

- a) Bidders are expected to familiarise themselves with the document, the assignment expected of them, and their qualifications before application.
- b) Any clarifications may be sought by submitting queries to the email ID provided in the Data Sheet with the subject: "Queries/Request for Additional Information regarding Engaging services of an Agency for Branding for the Meghalaya Games 2025, Jowai, Meghalaya"
- c) The Department shall endeavour to respond to all questions deemed relevant by the Department authorities.

- d) The Department reserves the right to not respond to any queries or provide any clarifications at its sole discretion. Nothing in this clause (or in this document) shall be construed as obliging the Department to respond to any queries/clarifications.

#### 4.5 Clarifications sought by the Authority

To assist in the process of evaluation of the proposals, the Department (or the Tender Evaluation Committee), at its sole discretion, may ask any bidder for clarification on their proposal. All communication shall be in writing through the email listed in the Data Sheet, and the email of the bidder through which the proposal was submitted. No change in the substance of the proposal would be permitted by way of such clarifications.

#### 4.6 Amendments to the RFP

- a) At any time, prior to the date of the submission of proposals, the Department may, at its discretion, deem it relevant to modify this document (whether at its own initiative or in response to a clarification requested by a prospective bidder). The amended document and/or the corrigendum shall be uploaded by the client on the department website: [www.megsports.gov.in](http://www.megsports.gov.in)
- b) In order to afford prospective bidders reasonable time to take into consideration these amendments, the Department may, at its discretion, choose to extend the deadline for the submission of proposals.
- c) Should an amended document/corrigendum be released after the submission of the proposal by a bidder, the bidder may submit a request to withdraw their original proposal and re-submit a fresh Bid. This request may be accepted/rejected at the discretion of the Department based on if the amendment provides future bidders an undue advantage.

#### 4.7 Preparation and Submission of Proposals

- a) The Proposal and all related correspondence and documents shall be written in the English language. Supporting documents and printed literature furnished by the Bidders with the Proposal may be in any other language provided that they are accompanied by appropriate translations of the pertinent passages in the English language. Supporting materials, which are not translated into English, may not be considered for evaluation. For the purpose of interpretation and evaluation of the Proposal, the English language translation shall prevail.
- b) The currency for the purpose of the Proposal shall be in Indian National Rupee (INR).
- c) The Proposal Documentation will include:

- i) Outer Envelope labelled “Engaging services of an Agency for Branding for the Meghalaya Games 2025, Jowai, Meghalaya: Submitted by – (*Name of Bidder*)”
- ii) 1st Inner Envelope with the Technical Proposal (labelled “Technical Proposal”):
- Annexure – A1: Letter of Technical Proposal
  - Annexure – A2: Format for Power of Attorney
  - Annexure – A3: Particulars of the Bidder
  - Annexure – A4: Financial Capacity of the Bidder
  - Annexure – A5: Eligible projects undertaken by the Bidder
  - Attested Copies of Eligibility Documents
  - Tender Document Payment
  - Earnest Money Deposit

One Original and One Copy the documents shall be made and labelled accordingly in the envelope.

- iii) 2<sup>nd</sup> Inner Envelope with the Financial Proposal (labelled “Financial Proposal”):

- Annexure – B1: Financial Proposal Covering Letter
  - Annexure – B2: Financial Proposal – Bill of Quantities (BoQ)
- d) The Bidder will specify and compute all taxes in the Financial Proposal
- e) The original proposals (technical and financial) shall be prepared in indelible ink. It shall contain no interlineation or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be initialled by the persons or person who sign(s) the proposals.
- f) A Copy of the Technical Proposal must be submitted in the form of a .zip/.rar file on e-mail to the Department email ID: [dsyamegh@gmail.com](mailto:dsyamegh@gmail.com)
- g) An authorised representative of the firm shall initial all pages of the proposal. The representative's authorisation shall be confirmed through a written Power of Attorney (as per the Annexures)
- h) Any proposal received after the closing time for submission of proposals shall be rejected and returned unopened.

#### 4.8 Proposal Validity Period and Extension

- a) Proposals shall remain valid for a period of 90 Days from the Proposal Due Date ("Proposal Validity Period") and the Department may solicit the Bidder's consent for extension of the period of validity, if required. The Department reserves the right to reject any Proposal, which does not meet this requirement.
- b) In exceptional circumstances, prior to expiry of the original Proposal Validity Period, the Department may request Bidders to extend the validity period for a specified additional period. Bidders, who may not extend the validity period, will be deemed to have withdrawn their Proposal at the expiry of validity period.

#### 4.9 EMD and Performance Bank Guarantee

- a) The Earnest Money Deposit (EMD) of INR 5 Lakhs will be in the form of a demand draft or Bank Guarantee shall be drawn in favour of "Director of Sports and Youth Affairs, Government of Meghalaya" payable at Shillong. This will be included in the 1<sup>st</sup> Inner envelope along with the technical proposal.
- b) The agency(ies) shall furnish a Performance Guarantee on the accepting of the work order, amounting to 3% of the contract value in the form of a bank guarantee, which should be valid for the period of One Year from the date of the Work Order.

#### 4.10 Test of Responsiveness

Prior to the evaluation of the proposals, the Department shall determine whether each proposal is responsive to the requirements of the RFP. The Proposals shall be considered responsive if:

- a) It is received or deemed to be received by the due date and time including any extension thereof pursuant to the Data Sheet.
- b) It contains all information in a format as desired in this document.
- c) It mentions clearly the validity of the proposal as set in the Data Sheet.
- d) The Bid is accompanied with the non-refundable Bid Processing Fee and the EMD as outlined in this Document.

The Department reserves the right to reject any proposal which is non-responsive. No request to alter, modify, or withdraw the bid shall be entertained by the Department.

#### 4.11 Appointment and Activation

- a) The Agency(ies) shall be provided a work order, with reference to the terms and conditions mentioned in this document.
- b) The Department will inform the unsuccessful bidders and refund the EMD within 3 weeks after the awarding of work orders is complete.
- c) The Department reserves the right to negotiate with the agency(ies) on price before awarding of work order.
- d) It is the sole responsibility of the agency(ies) to ensure that relevant requirements/permissions/licenses (such as labour licenses) to operate in Meghalaya are complied with. Proof of all compliances (or proof of applications for compliance) must be furnished within 10 Days from the Financial Opening date, failing which the work order shall be awarded to the next lowest bidder.

#### 4.12 Term of Service

- a) The Term of Service shall extend for a period of 6 months from the date of the work order.
- b) The Department shall issue a Completion Certificates after all work is completed and payments are made. The performance of the agency(ies) will also be reviewed before issue of the certificate.

#### 4.13 Miscellaneous

- a) The Department requires that the bidders provide professional services at all times and hold the Department's interest's paramount. The Agency(ies) will ensure that there is no conflict between the work set out in this tender and any prior/future obligations to other clients. Any such conflicts must be brought to the attention of the Department. The Department reserves the right to resolve the conflict as deemed fit.
- b) Sub-contracting is permitted for the works mentioned in the Scope of Work up to 25% of the contract value.
- c) To observe the highest standard of ethics during the selection and execution of the assignment, the terms set forth below shall be followed:
  - i. "Corrupt Practice" means the offering, giving receiving, or soliciting of anything of value to influence the action of a public official in the selection process or in contract execution.
  - ii. "Fraudulent Practice" among bidders (prior to or after submission of proposals) designed to establish prices at artificial, non-competitive levels and to deprive the borrower of the benefits of free and open competition.

The client shall reject proposals for award if it determines that the firm recommended for award has engaged in corrupt or fraudulent activities in competing for the contract in question.

- d) The Department reserves the right to accept/reject any proposal and/or to annul the entire tender process at any time without assigning any reason thereof and without incurring any liability, financial or otherwise.
- e) No information on the evaluation proposal will be disclosed to any other person other than those directly concerned with the process. The proposal of any bidder who tries to influence the evaluation will be liable to be rejected.
- f) Should the performance of the agency(ies) be not satisfactory, or the agency(ies) fail to safeguard the interest of the Department, the Department shall at its sole discretion, may terminate the agreement/work order of the agency(ies), and withhold the Performance Security. The decision of the Department will be final and binding in this matter.

- g) Any delay/default in performance as per the scope of work (including bad quality goods/service) by the agency(ies) shall attract a penalty up to 30% of the total Work Order, in a progression/lumpsum as defined by the Department. Should there be more than 2 instances where a penalty has been levied on a particular agency, the agency may be blacklisted for a period of two years.
- h) All disputes arising regarding this tender and its processes shall be subject to the jurisdiction of the appropriate court at Shillong, Meghalaya and governed by the laws of India.

## 5. Annexures

### Annexure - A1: Letter of Technical Proposal

To,

Director,  
Sports and Youth Affairs  
Government of Meghalaya  
J.N.S Complex. Polo Grounds, Shillong – 793001

Sub: “Proposal for Engaging services of an Agency for Branding for the Meghalaya Games 2025, Jowai, Meghalaya”

Dear Sir,

1. With reference to the RFP dated \_\_\_\_\_ for the above captioned project, and clarification issued by Department of Sports and Youth Affairs, Government of Meghalaya thereof, We \_\_\_\_\_, having examined all relevant documents and understood their contents, hereby submit our proposal for selection as Engaging services of an Agency for Branding for the Meghalaya Games 2025, Jowai, Meghalaya. This proposal is unconditional.
2. All information provided in the Proposal and in the Appendices are true and correct and all documents accompanying such Proposal are true copies of their respective originals.
3. This statement is made for the express purpose of appointment as the Agency for the aforesaid Project.
4. We shall make available to the Department any additional information it may deem necessary or require for supplementing or authenticating the Proposal
5. We acknowledge the right of the Department to reject our application without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
6. We certify that in the last three years, we or any of our Associates have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Bidder, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part

We declare that:

- a. We have examined and have no reservations to the RFP Documents, including any Addendums issued by the Government of Meghalaya.
  - b. We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, in respect of any tender or request for proposal issued by or any agreement entered into with the Government of Meghalaya or any other public sector enterprise or any government, Central or State; and
  - c. We hereby certify that we have taken steps to ensure that, no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.
7. We understand that you may cancel the entire Process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the Agency, without incurring any liability to the Bidders.
  8. The undersigned is authorized to sign the documents being submitted through this RFP. (A copy of Power of Attorney is enclosed)

9. In the event our firm is selected as the Agency for this project we shall comply with all rules put out under this RFP and any contract/work order assigned to us by the Department.
10. The Financial Proposal is being submitted in a separate cover. This Technical Proposal read with the Financial Proposal shall constitute the Application which shall be binding on us.
11. The information provided herewith is true and correct to our best knowledge. If any discrepancies are found in the information provided or if the information provided is not correct, our firm would be fully responsible for that. We understand in such cases our bids are liable to be rejected.

Yours faithfully,

(Signature, name and designation of the authorized signatory)

(Name and seal of the Bidder)



## Annexure – A2: Format for Power of Attorney

Know all men by these presents, we, ..... (Name of Firm and address of the registered office) do hereby constitute, nominate, appoint and authorize Mr/Ms ..... presently residing at ....., who is presently employed with us and holding the position of .....as our true and lawful attorney (hereinafter referred to as the “Authorized Representative”) to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our proposal for “Engaging services of an Agency for Branding for the Meghalaya Games 2025, Jowai, Meghalaya” released by the Department of Sports and Youth Affairs, Government of Meghalaya, including but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre-proposal and other conferences and providing information/ responses to the authority, representing us in all matters before the authority, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the government of Meghalaya in all matters in connection with or relating to or arising out of our Proposal for the said Project and/or upon award thereof to us till the entering into of the Agreement with the government of Meghalaya

AND, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorized Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorized Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, ..... THE ABOVE-NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS ..... DAY OF ....., 20\*\* For .....

(Signature, name, designation and address)

Witnesses:

- 1.
- 2.

### Notarized Accepted

.....

(Signature, name, designation and address of the Attorney)

Notes:

- 1. The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.*
- 2. Also, wherever required, the Bidder should submit for verification the extract of the charter documents and documents such as a resolution/ power of attorney in favor of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Bidder.*
- 3. For a Power of Attorney executed and issued overseas, the document will also have to be legalized by the Indian Embassy and notarized in the jurisdiction where the Power of Attorney is being issued.*

## Annexure – A3: Particulars of the Bidder

### General Information about the Firm:

- a) Name of Company or Firm:
- b) Legal status (e.g. incorporated private company, unincorporated business, partnership etc.):
- c) Country of Incorporation:
- d) Registration address:
- e) Year of incorporation:
- f) Year of commencement of business:
- g) Principle place of business:
- h) Brief description of the Company including details of its main lines of business

### **Name, designation, address and phone numbers of authorized signatory of the Bidders**

- i) Name:
- j) Designation:
- k) Company:
- l) Address:
- m) Phone No.:
- n) Fax No.:
- o) E-mail address:

(Signature, name and designation of the authorized signatory)

For and on behalf of .....

## Annexure – A4: Financial Capacity of the Applicant

| Sl No | Financial Year | Annual Turnover (In INR) |
|-------|----------------|--------------------------|
| 1     |                |                          |
| 2     |                |                          |

### Certificate from the Statutory Auditor

This is to certify that ..... (name of the Applicant) has received the payments shown above against the respective years on account of professional fees. And the Average Turnover of the firm from professional fees in the above said two consecutive years is INR\_\_\_\_\_. (In words)

**Name of the audit firm:**

**Seal of the audit Firm**

**Date:**

(Signature, name and designation of the authorized signatory)

*Note: In case the Applicant does not have a statutory auditor, it shall provide the certificate from its chartered accountant that ordinarily audits the annual accounts of the Applicant.*

## Annexure – A5: Eligible projects undertaken by the Bidder

The following information should be provided in the format below for each Eligible Project completed in the last 5 years for which your firm was legally contracted by the Client stated as a single entity.

| Sl No | Description                                                                                                                                                                                             |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| i.    | Assignment Name                                                                                                                                                                                         |
| ii.   | Name, fax, email of the client<br>Representative:                                                                                                                                                       |
| iii.  | Time when the assignment was carried out                                                                                                                                                                |
| iv.   | Start Date                                                                                                                                                                                              |
| v.    | End Date                                                                                                                                                                                                |
| vi.   | Location of the Event                                                                                                                                                                                   |
| vii.  | Contract Value                                                                                                                                                                                          |
| viii. | <ul style="list-style-type: none"><li>• Narrative Description of the scope of work of the assignment</li><li>• Description of Actual Services provided by your staff Status of the assignment</li></ul> |

### **IMPORTANT:**

- 1. Use separate sheet for each Eligible Project.*
- 2. Please provide proof of eligible projects undertaken like a copy of completion certificate from the client/ copy of work order/ copy of agreement etc. with contract value mentioned. The submitted testimonial MUST contain detail description of work (Scope of Work and TOR) carried out by the Bidder.*

## Annexure – B1: Financial Proposal - Covering Letter

Date:

To,  
Director,  
Sports and Youth Affairs  
Government of Meghalaya

Subject: Financial Proposal for “Engaging services of an Agency for Branding for the Meghalaya Games 2025, Jowai, Meghalaya”

Sir,

We, \_\_\_\_\_ enclose herewith our Financial Proposal for selection of our firm as Agency to carry out “Engaging services of an Agency for Branding for the Meghalaya Games 2025, Jowai, Meghalaya” released by the Department of Sports and Youth Affairs, Government of Meghalaya.

Please note that the financial proposal does not contain any conditions and is submitted as per the prescribed format. In case of any discrepancy, our firm will be solely responsible for the same.

We agree that this offer shall remain valid for financial year 2024-25.

Yours Faithfully,  
(Signature, name and designation of the authorized signatory)  
(Name and seal of the Bidder)

## Annexure – B2: Financial Proposal – Bill of Quantities (BoQ)

| S.No                           | Item                         | Qty          | Rate (INR) | Rate (in words) | Total (INR) |
|--------------------------------|------------------------------|--------------|------------|-----------------|-------------|
| 1                              | Flex & frame - Inside venues | 70,000       |            |                 |             |
| 2                              | Vinyl branding               | 11,000       |            |                 |             |
| 3                              | Vinyl on sun board branding  | 10,000       |            |                 |             |
| 4                              | Backdrops                    | 7,500        |            |                 |             |
| 5                              | Main Gate Arch               | 7,500        |            |                 |             |
| 6                              | Standeers                    | 5,500        |            |                 |             |
| 7                              | Stickering                   | 4,000        |            |                 |             |
| 8                              | Signages to Venues           | 7,400        |            |                 |             |
| 9                              | Flag Poles                   | 500 units    |            |                 |             |
| 10                             | City Branding                | 50 Locations |            |                 |             |
| <b>Total in INR</b>            |                              |              |            |                 |             |
| <b>Applicable Taxes in INR</b> |                              |              |            |                 |             |
| <b>Grand Total in INR</b>      |                              |              |            |                 |             |

- All work should be carried out in consultation with designated committees/officials of the Government of Meghalaya.
- The numbers indicated herewith are tentative and may be scaled-up or scaled-down by 30%
- The bidders are advised to conduct physical visits to the venues for proper assessment of cost of items.

### Notes:

- No conditions should be attached to the price proposal.
- The amount should be quoted in both figure and words. In case of discrepancies in the prices mentioned in the figure and word, the prices mentioned in the words shall be considered as final price.
- The Agency must quote individual rate for each item in scope.