

MEGHALAYA INFRASTRUCTURE DEVELOPMENT & FINANCE
CORPORATION LIMITED (MIDFC)



EOI for Empanelment of Agencies for Event Management for
MyCM Program

May 2021

Meghalaya Infrastructure Development Finance Corporation Ltd.

House No. L/A-56, Lower Nongrim Hills,

Shillong East Khasi Hills

Meghalaya-793003.

EOI for Empanelment of Agencies for Event Management for MyCM Program

Meghalaya Infrastructure Development Finance Corporation Ltd. Shillong, Meghalaya (India)

TENDER NOTICE

Notice No. MIDFC/event/2021/67/1212

Dated 18th May 2021

Main Portal: <http://www.mbda.gov.in>

The Chief Operating Officer, MIDFC, on behalf of the Planning Department, Government of Meghalaya (India) invites sealed proposals for EOI for Empanelment of Agencies for Event Management for MyCM Program in Meghalaya. Project duration is 18 Calendar Months from the date of appointment.

Details of Tender:

The Authority invites bidders to submit their interest in Empanelment of Agencies for Event Management for MyCM Program. MIDFC would shortlist agencies and request technical and financial proposal for awarding work.

S No.	Activity	Tentative Date/Details
1	Date of Issue of EOI	18 th May 2021
2	Bid Submission Mode	Submission through physical mode/courier/post at The Chief OPERATING Officer (MIDFC) House No. L/A-56, Lower Nongrim Hills, Shillong East Khasi Hills Meghalaya-793003
3	Last Date of Submission	Closing Date: 04 th June 2021 till 17:00hrs IST
4	Bid Submission Address	The Chief Operating Officer (MIDFC) House No. L/A-56, Lower Nongrim Hills, Shillong East Khasi Hills Meghalaya-793003 Email Address: midfcmegh@gmail.com

Background

Government of Meghalaya is making concerted efforts to develop unique and sustainable development models to uplift the people of Meghalaya. There are flagship interventions, schemes, infrastructure implementations targeted towards the holistic development of the people of Meghalaya. Government of Meghalaya has set ambitious targets of holistic development of the state. The government is committed to fulfil the enormous potential of the state by providing citizens interventions that they need, in a sustainable manner. While Government of Meghalaya has taken up several such programs and is aggressively driving towards its vision, it is imperative that citizens must be actively engaged in such programs to help the Government achieve its intended goals.

In this context, Government of Meghalaya wishes to implement a program – MyCM that would empower citizens to participate, provide their inputs and engage in the development activities of the Government.

The MyCM, program intends to capture citizen’s feedback in Government implementations through surveys, interviews, and other similar means. The program also intends to disseminate key messages from the Government through various channels and actively engage the citizens in specific implementation plans and policies.

MyCM program has following key components:

- Survey of citizens, FGDs and interviews with key stakeholders
- Digital Platform for collaboration
- Videos, roadshows, fliers, and personalized messaging
- Citizen feedback, suggestions, and contests
- Co-creation, business engagements and other activities

The current EOI is related to empanelment of Agencies who would execute necessary coordination and extensive follow up with Department/program team/PMU and all other intended stakeholders of the planned event, promotion of event for general participation, follow up with confirmed speakers, vendor coordination for promotional creative materials for such events, supervision and management of event on-site, exhibition set up and management, over-see set up and manage exhibition space during build-up and breakdown, liaising with exhibitors to ascertain their precise event requirement, preparation of event report etc.

Validity of Offer

The offer for EOI as per this document shall be valid for a period of three (3) months initially which may be extended further if required by MIDFC

Terms of Reference

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

Qualification Criteria

SLN	Criteria
1.	The Bidder shall be a 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) and who have their registered offices in Meghalaya. All subsidiary/ holding/associate/ affiliates in India shall be treated as one entity.

SLN	Criteria
2.	The Bidder must have registered office in Meghalaya
3.	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.

Evaluation Criteria and Method of Evaluation

- Screening of EOIs shall be carried out as per eligibility conditions mentioned in this document and based on verification of testimonials submitted.
- EOI will be evaluated for short listing inter alia based on their past experience of handling similar type of project, financial strength of firm and presentation / proposal to the selection committee whose decision will be final.
- The agencies may be requested to make a presentation, if required, to a selection committee showcasing their proposals
- MIDFC will take up references and reserves the right to pay due heed to the Bidder's performance elsewhere.
- Short listed agencies will be issued Bid Documents and asked to submit their price proposal in a sealed envelope.

Instructions to Bidders

The Expression of Interest is to be submitted in the manner prescribed below: - All information as detailed below is to be submitted in hard copy in sealed envelopes and one soft copy in email to the designated email address

1. Bid Cover Letter – Format 1
2. Bidder's Financial Strength – Format 2
3. Bidder's experience in similar projects – Format 3
4. Proposed Plan for Project – Format 4

Format 1

[Date]

To,

The Chief Operating Officer (MIDFC)
House No. L/A-56, Lower Nongrim Hills,
Shillong East Khasi Hills Meghalaya-793003

Dear Sir,

Ref: EOI for Empanelment of Agencies for Event Management for MyCM Program

Having examined the EOI, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to meet such requirements and provide the services as required and outlined in the EOI for **Empanelment of Agencies for Event Management for MyCM Program** in Meghalaya.

Our correspondence details with regard to this EOI are:

No.	Information	Details
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	Telephone number of the Contact Person	
5	Mobile number of the Contact Person	
6	Email ID of the Contact Person	

We are hereby submit our proposal against this Expression of Interest. We understand you are not bound to accept any proposal you receive.

We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading the short-listing process or unduly favours our company in the short-listing process, we are liable to be dismissed from the empanelment process or termination of the contract during the project.

We agree to abide by the conditions set forth in this EOI.

We hereby declare that our proposal submitted in response to this EOI is made in good faith and the information contained is true and correct to the best of our knowledge and belief.

On behalf of (Company Name)

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(Name)
Authorized Signatory

Format 2

S. No	Financial Year	Whether profitable Yes/No	Annual net profit (in Lakh INR)	Overall annual turnover (in Lakh INR)
1	2018-19			
2	2019-20			
3	2020-21			

Format 3

Assignment Name	Approximate Value of Contract
Client	Duration of contract
Short Description	Key Issues Faced
Detailed Description of Services	

(Add new table for each project records if needed)

Format 4

Proposed plan illustrating following:

1. Past experience of organizing following set of events:
 - Roadshows
 - Contests (in digital mediums and physical mediums)
 - Key delegate podcast, videos and live stage shows
 - Workshops or seminars
 - Citizen centric Stage shows
 - Media meets
 - Community level meets
 - Social media live events
 - Stalls and participatory events in major festivals across the country and in the State
2. Details of capability and plan to manage events in rural, urban and pan India
3. Any other key details deemed appropriate

Annexure 1

Terms of Reference

Objective of the Program

MyCM program has following key components:

- Survey of citizens, FGDs and interviews with key stakeholders
- Digital Platform for collaboration
- Videos, roadshows, fliers, and personalized messaging
- Citizen feedback, suggestions, and contests
- Co-creation, business engagements and other activities

The selected agency will be responsible for end-to-end planning, organization, administration, and management of events related to MyCM program. These may be in form of Workshops /Seminars /Conferences / Exhibitions/Roadshows/Digital events/Contests.

The responsibilities will include but will not be limited to coordination and extensive follow up with Department/program team/PMU and all other intended stakeholders of the planned event, promotion of event for general participation, follow up with confirmed speakers, vendor coordination for promotional creative materials for such events, supervision and management of event on-site, exhibition set up and management, over-see set up and manage exhibition space during build-up and breakdown, liaising with exhibitors to ascertain their precise event requirement, preparation of event report etc. The selected agency will be required to display/distribute/organize publication for promotional material (content only) developed by the department such as banners, short films, high resolution still photographs by professional/ etc. from such events.

Scope of Work

The event management partner shall be responsible for effective management and conduct of all events in relation to the MyCM program. The events would be held at all levels and across multiple channels (including digital platforms/social media).

Following are the types of events that are planned as part of the MyCM program:

- Roadshows
- Contests (in digital mediums and physical mediums)
- Key delegate podcast, videos and live stage shows
- Workshops or seminars
- Citizen centric Stage shows
- Media meets
- Community level meets
- Social media live events
- Stalls and participatory events in major festivals across the country and in the State

Following are the locations wherein the above would carried out

- Village
- Block HQs
- District HQs
- Shillong
- Selected major Indian cities
- Digital Platform or social media

The activities have been segregated to below stages:

Pre-Event Responsibilities

- Conceptualize the Event plan, its scope, objectives, and deliverables based on the venue and MyCM program requirements and maintain a universal theme for all aspects of the Event execution in coordination with vision for the event.
- End to end invitee management including identification of invitees, printing of cards, inviting the participants for various events and workshops, follow-up, maintaining the invitee database
- Design the Event flow which include the various parallel sessions/activities, meetings, publicity events, conferences, seminars, exhibitions, closing ceremony, dinner, cultural programs, etc.
- Create the Event Execution Plan for executing the Event indicating specific timelines with the respective milestones along with detailed specifications of works to be carried out.
- Coordinate with Knowledge Partner and give inputs on the ways and means for promoting & smooth execution of MyCM program.
- To manage and identify locations for all workshops, handle logistics, food & refreshments, adhere to various protocols, travel & stay arrangement wherever required, design and set-up of venue in line with the brand guidelines.
- The agency would be responsible for on-boarding of influencers as per the requirement of program. These influencers will be deployed after approval from the Authority.
- Organizing press conferences, press release and media coverage of the program.
- Prepare and present the financial estimates for this event in consultation to program team.
- Hiring/engaging and supervising of other agencies for proper and successful implementation of the said event.
- Printing including digital printing of invitation cards for various workshops, conference note pads, information booklets about the workshop/event, background documents and other brand promo materials, delegate's bags/folders etc.
- Arranging requisite equipment's required during the workshop/event as per need basis
- The Event Management Agency must identify all risks associated with the planning and delivery of the services for the Iconic Tourism Festival and shall have ready strategies to mitigate such risks.

Venue Development

- Overall development of exhibition area (pavilions, seating arrangement, carpeting, stalls, hoardings, banners, appropriate decoration and branding, audio, video, photography, videography and lighting arrangements, special effects, acoustic effects, rest rooms and other elements that are generally required in large scale events) as per plans approved by MyCM program team. In case the venue gets changed, the agency will have to make necessary arrangements accordingly.
- Arrangement of help Desks with registration desk, country-wise coordination with adequate support (Liaison Officers, provision for ushers, coordinators, etc.).
- Arrange for the setting up of the stage(s) including designing of backdrop, VIP seating, ceremony etc.
- Engage all Vendors / Sub Vendors required for carrying out all the above said services as per the sample/option approved by MyCM program team. Also, to ensure the deliverances of all services to the fullest satisfaction of the client
- Coordinate the arrangements of venue for the /seminar halls for conducting sessions, round tables, smaller meeting rooms

- Procure all the necessary clearances and make arrangements for the security protocols of the VIP movement during the event.
- Arrange for artistes for the cultural programs planned in the event.
- The event management partner shall be responsible for coordination, production, and dissemination all workshop materials and collaterals
- Creating backdrops and signage at workshop venue, airports, various points in the city, welcome arches on approach roads etc.
- Organize road shows, stakeholders meeting, forums, dialogues with citizens and group of citizens, and community bodies to promote MyCM program
- Placement of billboards, hoardings, road maps and flags in the place of event as also obtaining necessary permissions/clearances from respective authorities
- Arrangements for banners, badges, fliers, pamphlets, program brochures, fair guide etc. in conjunction with the theme provided by Knowledge Partner and produce a final print.
- Propose and arrange for appropriate mementos/delegate kit to be given away at the Event as per instruction of the program team
- End to end invitee management including printing of cards, inviting the participants for various events and workshops, follow-up, maintaining the invitee database etc.
- The Event Management Agency has to keep the entire venue including Pavilions/stalls, Food court, VIP Lounges, Stage, Green Rooms, Public seating areas/arrangements, VIP seating areas/arrangement, Pathways, Pavements, Refreshment stations, help desk, registration counters, first-aid counter, back areas as well as any other areas within the venue properly cleaned all the time during and after the event including rehearsals.

Coordination and Staffing

- Coordinate with Knowledge Partner(s) and all other related agencies for collaterals to ensure content and quality of publication.
- Coordinating with relevant agencies for getting requisite permission, NOCs, and approval for various activities like blocking of venue, power/water supply, firefighting arrangements, traffic authority, security, visa approvals, insurance, and other such activities.
- Local transportation and logistical support for participants & officials/team leaders to & fro from the Airport/ Railway station/bus depots to the place of stay at the time of arrival/departure and to & fro movement from place of stay to the venue during pre-event, post-event and during the event as per the schedule of their participation
- Arrangement of stalls at various events organized by the State Government/Central Government or other authorities within and outside Meghalaya

Post Event

- Film on the event (with visual info-graphics of the event outcomes). The agency must submit final edited video, raw video and photographs to the client post the event.
- Post event souvenirs (Table calendars, Wall calendars, Dairies etc.) – This may be required for few events
- It is mandatory for the agency to submit a pre-defined set high resolution images for each event
- Follow up Thank You letters to the delegates
- Ensure contest winners prizes are delivered

Digital Events

- Organize contests in digital mediums as per plan of the program
- The Event Management Agency shall support the entire advertisement and publicity measures for the events including designing, issuing, printing, installation, supply etc. Wherever applicable, the Event Management Agency must get the entire publicity measures like Newspaper ads, FM Radio jingles, hoardings, the content for the same would be provide the program team.
- End-end management of digital events involving citizens and key delegates from the Government
- Coordinate with delegates to attend digital events

Out of Scope

- All activities related to creation of content for advertisements, promotion and information dissemination is the responsibility of the Program team and not within the scope of work of event management team. However, event management team is responsible for coordination and publication of such materials, any activities related to coordination with respective teams is the responsibility of the event management team
- Cost for venue, food & beverages, lightings, sound systems, etc. are not to be factored in the quote by bidder. Event management agency needs to provide an estimate for the same well in-advance (at a mutually agreed timeline) for the same. The procurement, vendor coordination is the responsibility of the agency
- The costing of arranging influencers/delegates/ would not be a part of quote. However, arrangement, coordination and logistics would be the responsibility of the event management agency.