

MEGHALAYA INFRASTRUCTURE DEVELOPMENT & FINANCE
CORPORATION LIMITED (MIDFC)



EOI for Empanelment of Agencies for Strategic Communications
and Creative Content Creation 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.

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

TENDER NOTICE

Notice No. MIDFC/content/2021/68/1214

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 Strategic Communications and Creative Content Creation 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 Strategic Communications and Creative Content Creation 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 plan and design a detailed promotion strategy for MyCM to carryout different promotional activities covering all mediums so as to achieve the intended objective. The selected agencies would be required to suggest a blend of all promotional mediums for effective and sustainable marketing campaigns in this strategy. This strategy document will be a live- document, which may get updated post each campaign basis the impact assessment results. The detailed promotion strategy would cover annual promotional activities for MyCM.

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.
2.	The Bidder must have registered office in Meghalaya

SLN	Criteria
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, strength of their man power and proficiency in local languages, 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
5. Proposed Resource CV – Format 5 (refer the Terms of Reference for required resource profiles)

Mode of Work Allotment

- The agencies shall ensure the designing of creatives on themes/subjects to be decided in consultation with the Client within the time frame conveyed for each work assigned
- For every work assigned, the time frame in which it is required will be conveyed by the Client. The time frame will be based on requirements and cannot be pre-determined. The Agency may at times be required to design the creative at a very short notice
- The Agency will be required to design the creatives in any of the 4 base languages - English, up to 3 local languages. However, depending on the Client's requirements the Agency may be asked to change the language rendition of the creative to other Indian or international languages. The cost for translation shall be as per the Financial Bid of the Agency. However, the Agency will not be entitled to charge cost for translation to any of the 3 base languages since it is already included in the cost pertaining to designing of creatives.

- The charges for Designing of Creatives shall be as per the Financial Bid submitted by the Agency and shall be inclusive of the cost of conceptualization, designing, copywriting and final output. If the Creative is required to be produced for more/fewer number of pages or for a longer/shorter duration, depending on the type/media of the creative, the payment for Designing of Creative shall be adjusted on a pro-rata basis
- The quantum of work would be specified to the shortlisted bidders which would **only be an estimation of required work**. The quantity may vary as per requirements of the Client. **Payment to the Agency shall be made on the basis of actual work done**. For any additional quantity of work pertaining to items of work included in the Terms of Reference, payment shall be made on the basis of unit-wise cost estimates to be submitted by the Agency. Any payment required for miscellaneous creative work as required by the Client shall be made on the basis of cost estimates to be submitted by the Agency, with rate reasonability to be decided by a Committee constituted for the purpose.
- At the end of the Contract Period, the Agency shall transfer the inventory stock for all creative material as per the Client's requirements either back to the Client or to another Agency identified by the Client.

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 Strategic Communications and Creative Content Creation 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 Strategic Communications and Creative Content Creation 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

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

(Add more records if needed)

Format 4

Proposed plan illustrating following:

1. Team structure and proposed deployment plan
2. Detailed plan for deliverable of contents – print, video, graphical content, social media. Please include tentative number to be delivered per month
3. Use of tools and methods as enablers
4. Any other key details deemed appropriate

Format 5

1	Proposed Position			
2	Name of the Resource			
3	Number of Years with current organization			
4	Total Years of Experience			
5	Educational / Professional Certification Details (Graduation and onwards)			
SN	Degree / Certification Obtained	Name of Institute	Year of award	Aggregate Percentage
6	Employment Details			
SN	Name of Organization	From (MM/YYYY)	To (MM/YYYY)	Designation
7	Professional Experience relevant to current project			
SN	From (MM/YYYY)	To (MM/YYYY)	Company/project experience details	

Proposed Role	Estimated Man-month	Deployment Model (Client Site/Offsite)

Annexure 1

Terms of Reference

The work is categorized to below activities

Strategy and Plan

Create and implement a comprehensive media & public relations plan that adheres to the MyCM program's communications strategies and standard operating processes

- i. Draft and finalize post review from department stakeholders on frequency of different communications
- ii. Draft and finalize post review from department stakeholders on content proof reading, review, and approval processes
- iii. Draft and finalize media management plan
- iv. Review the Client's existing situation with respect to media planning and propose an effective plan on the way forward for promotion of government schemes and programs at local, national, and international level on continuous basis during the Contract Period and execute the same on approval from the Client.

The selected agency need to also prepare a weekly, monthly and Yearly Communication strategy for Media and work on National and Local Media relationship. The agency will need to develop marketing campaigns (conception, information architecture, creative design, copywriting, graphical design and resizing, and final mechanicals) for MyCM program

Print Materials for Tabloids, Fliers, Leaflets, Pamphlets, etc.

- The selected agency will be required to carry out the digital art work/ infographic designing/ graphic designing/ image work (high resolution images) in the required sizes as per the agreed print media plan.
- Draft strip Ads, Quarter Page Ads, Half Page Ads. The agency need to resize edit materials as per media plan
- Draft contents for articles for magazines
- The Agency shall craft journalistic-style articles/advertorials for its audience with in-depth insight. The insights should be more than information aggregated from basic web searches
- Draft contents and design for advertisements in local magazines
- Write press releases, announcements of the events
- The Agency shall identify and set up response mechanism, news desk and content creation for press notes, releases, briefings for spokespeople, etc. across languages
- Design of outdoor advertisements such as hoarding/Banners & Standees
- Design and draft content for background designs for the Stage
- Design and content for Souvenirs
- Design and content for Brochures/Flyers/Booklet designing for the program as per the requirement
- The selected agency will be responsible for suggesting, designing creative for non-traditional, attractive, and aspirational merchandise (which makes identification with MyCM an aspirational value, like badges, bands, etc.) tailored for different audiences/ different campaigns and events, collaterals as rewards for contests etc.
- Content may be required for T-Shirts, Bags, Caps, Pen Holders, Visiting Card Holders, Paper Weights, Pen Drives, Brochures, Booklets, etc
- Design activities for the roadshows, mini conclaves, events, and any such shows
- The selected agency will be responsible for conceptualizing, creating, and designing creative material for outdoor IEC activities like MyCM Posters, Hoardings, bus/train panels, bus shelters, illuminated LED screens/digital signage, wall paintings, display panels/boards, or any other materials

which may be displayed at prominent places such as Airports, Metro Stations, Railway Stations, Bus stops, corporate office campuses and other public places. Further, the selected agency will be required to identify such prominent places for the outdoor media which may include but not limiting to the aforementioned places

- The Agency shall be responsible for development and maintenance of an Inventory and Catalogue for all the creative material belonging and supplied to the Client during the period of the Contract.
- The Agency shall prepare content for write-ups, short stories, blogs, taglines, key phrases, short messages, hashtags, press releases, newsletters, surveys, polls in English and other local languages as required.
- The Agency shall define the visual look for campaign including design/redesign of logos and publishing the style guideline for marketing collaterals.

Videos and Graphical Contents

- Create Promotional Videos: Video Films – (in English and local languages) on themes proposed in MyCM program
- Create Teaser films, pitch videos
- The selected agency will be responsible for creating podcast (audio only) to be streamed through MyCM platform.
- Create videos as testimonials from government beneficiaries
- Create short animation videos for government programs
- The selected agency will be required to conceptualize a series of sponsored talk shows on MyCM themes
- The selected agency will be responsible for conceptualizing, creating, and producing the digital films under this engagement
- The selected agency will be responsible for creating the script for MyCM jingle ring tones and further getting it produced from the external agency
- The Agency shall prepare PowerPoint presentations or short digital videos for use by the Client in roadshows/ B2B meetings/ government meetings etc. The presentation/video may be used either as a part of the pitch/presentation or may be played in the backdrop.

Social Media

- Selected agency needs to design and post in various social media on themes decided in MyCM program
- Selected agency needs to post videos, graphical contents, animated messages in social media
- Create content for bulk SMS. The PMU agency will be responsible for identifying the event on which bulk SMS is required to be sent out, selected agency needs to draft content of the SMS in English and local language
- The selected agency will be responsible for creating mobile ads which shall be posted on various important mobile applications as live banner ads.
- The selected agency will be responsible to increase website (MyCM) ranking on various search engines, including but not limiting to SEO and SEM.
- The selected agency may be asked to create content for IVRS like IVRS prompts, scripts, promotional content etc.
- The selected agency needs to draft content for email marketing

Coordination

- Selected agency needs to coordinate with State Government leadership for approval of all contents before publication

- Selected agency needs to coordinate with PMU and Knowledge partner team to understand strategic themes for contents, plan for publication/events and feedback on contents
- Coordinate with printing vendor for print
- The Agency shall coordinate with the Event Management Agency working with the Client to coordinate pre-event and post-event PR activities such as press meets, media interviews, press briefs, etc. as per the requirements of the Client.
- Coordinate with PMU and Knowledge partner team for feedback on contents
- The Agency shall ensure coordination with other relevant stakeholders for promotion of MyCM program including other promotion agencies/consultants for content creation, content moderation, campaigns, and other content related activities.
- The Agency shall compile and maintain a database of media contacts including consumer, lifestyle media, bloggers, and other media within the state and across India.
- The Agency shall support the Client in identifying and liaison with media as required
- The Agency shall follow-up with media visitors to ensure coverage of the campaign across the targeted regions
- The Agency shall engage with significant bloggers and social media influencers in the state

Resource Deployment Requirement

- Agency must provide proposed resources for all the key roles, as mentioned in the technical evaluation criteria. The proposed resources must be part of the project team and available to interact anytime for the time period specified
- Agency shall provide local content designer matching the profile requirements
- The resources proposed must not be changed unless replaced with equivalent or higher qualification and experience with due approval from Planning Department prior to replacement.
- Agency shall ensure that all the resources deployed to undergo suitable training in relation to security aspects of the project, and maintain the confidentiality of data

Please note the below resource deployment requirements

S.No	Resource Position	Responsibilities	Deployment
I	Project Manager	Provide strategic guidance and allocation of task Review contents, proof reading and validations Plan and report task progress, risks, and challenges Coordinate with PMU Knowledge Partner team and Events Management team	Full-time onsite deployment
II	Video and Digital Content Expert	Create and review content for MyCM platform Publish videos on MyCM platform Coordinate with printing vendor for prints	As per requirement
III	Local Language Content Designer	Create and review content for MyCM platform Publish videos on MyCM platform Coordinate with printing vendor for prints	As per requirement

The above is an indicative requirement only, agencies may propose any other profiles deemed appropriate for the requirement.