



GOVERNMENT OF MEGHALAYA  
HEALTH AND FAMILY WELFARE DEPARTMENT

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OFFICE OF PROJECT DIRECTOR  
MEGHALAYA AIDS CONTROL SOCIETY  
SHILLONG

No.PD/MACS/IEC-MMC-Music/614/23/2885

Dated: 04/10/2023

EXPRESSION OF INTEREST

Expressions of interest are invited on behalf of The Project Director, Meghalaya AIDS Control Society, from reputed Event Management Agencies for production & implementation of Multi-Media Campaign **Red Ribbon Superstar- Meghalaya Icon Music Competition** for HIV & AIDS in the state of Meghalaya. This Multi-media Campaign aims to capitalize on the popularity of local entertainment avenues to target the youth of the state especially between the age group of 15 to 29 years under the following components of Information, Education & Communication (IEC) under the National AIDS Control Programme

Complete information can be had from the IEC Section, Meghalaya AIDS Control Society, Shillong -793001 on all working days during the office hours. Please note that EOI's with inadequate information or those received after the closing date will not be considered.

Date of Issue of Bid Document: 4<sup>th</sup> Oct 2023  
The last date & time for receipt: 25<sup>th</sup> Oct at 3pm  
The date & time for opening of bids: 26<sup>th</sup> Oct 2023 at 11am  
Pre-Bid meeting: 12<sup>th</sup> Oct 2023 at 11am

The undersigned reserves the right to accept or reject any of the bids. MACS reserve the right to terminate the services of any agency at any point of time without assigning any reason whatsoever.

Project Director,  
Meghalaya AIDS control Society,  
Shillong

Memo No.PD/MACS/IEC/MMC-Music/614/23/2885

Dated: 04/10/2023

Copy to: -

1. Notice Board
2. Asst. Director (Finance), Meghalaya AIDS Control Society, Shillong
3. The Director, Information & Public Relations, Meghalaya, Shillong for favour of information.

Project Director,  
Meghalaya AIDS control Society,  
Shillong

# **MEGHALAYA AIDS CONTROL SOCIETY**

Pasteur Hills, Lawmali, Shillong -793001 (Meghalaya)

Phone No – 0364 -2223140

meghalayasacs@gmail.com

## **BID DOCUMENT**

### **EXPRESSION OF INTEREST FOR IMPLEMENTATION & PRODUCTION OF MULTIMEDIA CAMPAIGN**

#### **“RED RIBBON SUPERSTAR - MEGHALAYA ICON “**

**Date of Issue of Bid Document: 05<sup>th</sup> Oct 2023**

**Last Date & Time for Receipt of Bids:25<sup>th</sup> Oct 2023 at 3 pm**

**Date & Time for Opening of Bids:26<sup>th</sup> Oct 2023 at 11 am**

**Pre-Bid Conference:12<sup>th</sup> Oct 2023 at 11 am**

## **SECTION I: GENERAL TERMS & CONDITIONS**

1. Offers should be based in 2 bid systems:
  - i) **Technical and commercial bid.** (Sealed Envelope-A) The first envelope marked 'Techno-Commercial' must be sealed with sealing wax and should contain the technical & commercial details including the hard copy of the presentation.
  - ii) **Price Bid** (Sealed Envelope- B) The second envelope marked 'Financial Proposal' must also be sealed with sealing wax and should contain the detailed price offer for the Services. Both the sealed envelopes should again be placed in a sealed cover, which will be received in the office of the undersigned.

### **ELIGIBLE CRITERIA:**

- The Tenderers quoting as authorized representative of the manufacturer shall have 2 (Two) years of experience in the related work and should obtain documents from principals/manufacturer fulfilling the requirements in taking full responsibility of technical support, service and organizational support.
2. Please note that no counter proposal is acceptable to us and conditional / late quotations are liable to be rejected.
  3. The bidder must submit the Earnest Money Deposit of (Rs 22,000) as EMD in the form of DD/BC drawn on any nationalized bank, pledge in favour of the Project Director, Meghalaya AIDS Control Society payable at Shillong along with the bid.
  4. No advance will be given for taking up the said event.
  5. No work will be allotted to non-tribal bidder, contractors, Suppliers, firms cooperative societies etc except under a valid trading license issued by the Autonomous District Council of the respective districts of Meghalaya.
  6. The tenderer should submit attested copies of GST registration certificate & PAN Card.
  7. Bidders/Tenderers have to agree to all the terms and conditions, stipulated in the tender document, in this connection including delivery penalty etc.
  8. Bidders/tenderer shall undertake to sign the rate contract agreement within 7 (seven) days from the issue of the letter of Award, failing which EMD/security deposit may be forfeited.
  9. The firm has to give an affidavit duly attested by the Notary Public (in original) on a non-judicial stamp paper of Rs. 10/- that there is no vigilance/CBI case pending against the firm and it has never been blacklisted by any public or private organization in the past.
  10. Tender document is to be duly signed & sealed on all the pages as a token of having accepted all the terms and conditions (no thumb impression is to be affixed).
  11. In case the Bidders/ tenderer furnish false information their tenders/ bids will be rejected and their security deposit/EMD will stand forfeited.
  12. The bidders should have a sound financial background to implement the programme.
  13. At any time prior to the date of submission of bid, Project Director, Meghalaya AIDS Control Society, Shillong, may, for any reason, whether at his /her own initiatives or in response to a clarification from a prospective bidder, modify the bidding documents by an amendment and it will be uploaded in the office website. All prospective bidders/ tenderer are requested to visit the website regularly during this period. Project Director, Meghalaya AIDS Control Society, Shillong, may at his discretion, extend the date and time for submission of bids.
  14. Meghalaya AIDS Control Society reserves all rights to make any changes in terms and conditions of the tender and also to reject any or all bids without assigning any reason thereof.
  15. The tenders shall remain valid for acceptance for a period of 120 days (One Hundred and Twenty days) after the date of tender opening prescribed in the document.
  16. The earnest money of the successful tenderer and the unsuccessful tenderers will be returned to them without any interest, whatsoever.
  17. Tender sent by fax/telex/cable/electronically shall be ignored.
  18. Bidders may quote the rate in Indian rupees only.

19. Within seven (7) days from date of the issue of notification of award by the purchaser, the supplier, shall furnish performance security to the purchaser for an amount equal to five percent (5%) of the total value of the contract, valid up to sixty days after the date of completion of all contractual obligations by the supplier, including the warranty obligations. In case the agency fails to deposit the performance security work order shall be cancelled.
20. Earnest Money Deposit (EMD) will be refunded after receiving the Performance Security from the successful bidder.
21. Settlement of disputes – Project Director, Meghalaya AIDS Control Society or his authorized representative shall be the final authority in all disputes and decision will be binding
22. Supplier shall be entirely responsible for all taxes, duties, fees, levies etc. incurred until completion of the work.
23. Bills to be submitted in Originals.
24. Revenue stamp on all bills above Rs.2,000/- (Two Thousand)



## **SECTION II: SPECIAL TERMS & CONDITIONS**

### **Background**

The Office of The Project Director Meghalaya AIDS Control Society, Shillong has been implementing various activities & services in order to halt & reverse the epidemic of HIV/AIDS under the direction & guidance of the National AIDS Control Programme.

### **Scope of work of the Agency**

Planning & implementation of district level music competitions culminating into a state level mega event in consultation with NACO, & MACS to engage, attract & promote the youth to participate in the event.

- **Red Ribbon Superstar – Meghalaya Icon Music Competition** will be open to bands ONLY, and will be a multi-lingual event (participants can perform in any of the State's 3 languages) including English.  
Auditions and short listings of contestants (date, time, location) in Shillong.
- Grand Finale to be held in Shillong City on the 1<sup>st</sup> December 2023. Venue to be decided in consultation with MACS.
- Band to present at least one original composition on the theme HIV/AIDS, non-compliance will lead to disqualification.
- Social –Media Campaign (including Public interaction and activation)
- Permissions
- Logistics
- Publicity in electronic, print and convergent media covering all districts of the state of Meghalaya
- Prizes money of the winning bands (1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup>) including the individual winners will be taken by MACS and shall not be included in the financial bid.
- Identification of panel of judges in consultation with MACS.
- Celebrity tie-ups (if any)
- Media partnerships
- Partnerships with music companies will be the responsibility of the firm.
- Other sponsorships (if available)

Keeping the following in mind MACS is inviting qualified agencies to submit EOI for the activities mentioned above:

**Note:** The agency shall not employ any sub-contractor for the contract awarded under this EOI.

### **Publicity in all the Districts**

Preparation of Action plan for publicity which may include tie-ups with media houses (TV/Radio/Print and any other popular media in the state) Tie-ups with NACO's mid media campaign for on ground mobilization. The agency should have a state wide reach including rural areas in Meghalaya. Identification and listing of strategic locations for publicity. Publicity and mobilization at schools, colleges and Universities.

**Deliverables – to be presented (Hard & Soft copy)**

1. Proposal
2. Operational plan
3. Events Schedule
4. On Ground Awareness Campaigns/Activities
5. Publicity Plan
6. Selection/List of external Expert Judges
7. Publicity Creative's
8. Technical Specification
  - a. Sound approx 60,000 watts for Finale and 15,000 Watts for Audition.
  - b. Stage, tent Setup and its dimensions
  - c. Stage and venue Lightings, barricades etc
  - d. Any other
9. Security
10. Event Reports & follow ups
11. Annexure-A

**Settlement of disputes**

Project Director, Meghalaya AIDS Control Society or his authorized representative shall be the final authority in all disputes and decision will be binding

**PENALTY**

For delayed completion of the work or failure of completion of the work - performance security will be forfeited.

No advance payment will be made.

In the event of the date specified for bid receipt and opening being declared as a Closed holiday for MSACS, the due date for submission of Bids and opening of Bids will be the following working day at the appointed times.

**EVALUATION OF QUOTATIONS**

- The committee constituted for this proposal will examine the documents/credentials submitted by the firm. The firms will also require to give a detailed presentation on the proposed work plan, methodology and approach in response to the suggested terms of reference which will be followed by an interview (if shortlisted after the presentation & Techno-commercial evaluation) with the committee constituted for this proposal.
- The committee shall evaluate and compare the technical and financial bids and award the contract to any firm found to be substantially responsive and confirm to the terms and conditions and not necessarily the lowest rate.
- If the firm is considered unqualified after the presentation & Techno-commercial evaluation, the financial proposal will be returned unopened.



Project Director,  
Meghalaya AIDS control Society,  
Shillong

Meg Icon Tentative Implementation Timeline:

Sl.No	Particulars/Activities	Timeline	Process Indicators
1	Publicity		Press Conference
2	Publicity		Spots on /Local cable/Newspaper ad/Radio/Posters/Public Announcement/social media/Press Releases/Hoardings/Roadshows
3	Registration Process for bands		Registration process to include visit to respective ICTC for counseling (mandatory) and testing (voluntary)/seal & signature of ICTC counselor on the form to count as complete registration.
4	District Event(prelims)		District level auditions to be conducted in Shillong followed by the 2nd Press Conference after selection of finalist/ Visit to CSC, Lachauiere, Shillong
5	Grand Finale		On the final day there will be an Interactive Session with all the finalist at the venue with officers from the MACS/Crowning of Meg Icon
6	Report Submission		Detailed Report of Meg Icon

1) Merchandise Options: T-Shirts/Others:

- To be borne by the agency, and used during the District and State level events.

2) Grand Finale Activities:

- Drop down banners/posters/Stage/Venue Branding with SACS messages
- Strict Security Measures to be in place
- Social –Media Campaign (including public interaction and activation)
- On Ground Awareness Campaigns/Activities-in consultation with SACS

5) Megh Icon Guidelines:

1. Format to be a 'BAND' only competition, in English and in any of the State's 3 Languages (Khasi, Jaintia, and Garo)
2. Music Genre: Strictly Soft Rock/Hard Rock

3. Publicity to be covered:

Sl No	District	Place
1.	Ri-Bhoi	Nongpoh
2.	West Jaintia Hills	Jowai
3.	West Garo Hills	Tura
4.	West Khasi	Nongstoin
5.	East Khasi Hills	Shillong
6.	East Jaintia Hills	Khliehriat

4. Detailed and comprehensive publicity plan
5. Strong online (social media) engagement/activations/presence.
6. Each District Level event to have a mandatory sensitization/interactive session, before announcement of results.
7. All bands to visit ICTC's, for mandatory counseling and testing (voluntary), as part of the registration process.
8. All band members (Male/Female) to be residents of Meghalaya and over 18 years of age as on 1.10.2023
9. All Finalists will have an interactive session with MACS officers (20 weightage) on the morning of the Grand Finale.
10. Documentation of registration process/prelims/band members counseling and testing session/visit to CSC
11. Possibility of having an official MACS themed song "music video" of the winning band, through a partnership with any of the local media houses/music companies or label.
12. Firms/agencies can rope in any outside sponsors/media tie-ups for any additional assistance
13. Detailed report with proper documentation of the auditions and Grand Finale to be submitted within 2 weeks of completion.
14. Agency to Share detailed Plan of Action with IEC team (SACS).



**Format for Expression of Interest (EOI)**  
(To be submitted on the agencies letter head)

Date \_\_\_\_\_

To,  
Project Director  
Meghalaya AIDS Control Society,  
Oakland, Shillong-793001

Sub – Submission of EOI for \_\_\_\_\_ (Indicate service)

Ref –Advertisement in the \_\_\_\_\_ Dt. \_\_\_\_\_ for inviting EOI

Madam,

With reference to the advertisement published in \_\_\_\_\_ Dt. \_\_\_\_\_, we hereby submit Expression of Interest below

1. Name & Address of the Firm \_\_\_\_\_
2. Status of the Firm \_\_\_\_\_  
(Specify whether proprietary concern, partnership firm, or company and attach copy of registration certificate)
3. Experience in the area for which EOI is submitted (provide full details of past experience with certificates from the clients.)
4. Any recognition and awards for campaigns, films etc can be mentioned.
5. Additional services which will be provided by the agency.

We hereby declare that our firm has not been disqualified or blacklisted by any Government Organization, Department and PSU for indulging in fraudulent activities or corruption.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

We understand you are not bound to accept any proposal you receive.

Yours sincerely,

Authorized Signature with seal: \_\_\_\_\_

Name & Title of Signatory: \_\_\_\_\_



**No-Conviction Certificate**  
(To be submitted on the agencies letter head)

This is to certify that ----- (Name of the organization), having registered office at -----  
----- (Address of the registered office) has neither been black-listed nor issued a warning for its  
performance for any work undertaken by them for a Central or State Government, PSU or any other  
Governmental agency.

Signature:  
Name of the Authorized Signatory:  
Designation:  
Contact details (including E-mail):  
Date:

**LETTER OF ACCEPTANCE  
CUM NOTICE TO PROCEED WITH WORK**  
(To be submitted on the agencies letter head)

Dated:

To: \_\_\_\_\_  
\_\_\_\_\_

Dear Sir/Madam,

This is to notify you that your quotation dated \_\_\_\_\_ for execution of the \_\_\_\_\_ for the contract price of Rupees \_\_\_\_\_ (Amount in words & figures), is hereby accepted by us.

You are hereby requested to furnish performance security for an amount of Rs \_\_\_\_\_ (equivalent to 5% of the contract price) within 10 days of the receipt of the letter. The performance security in the form of Bank guarantee or a bank draft in favour of The Project Director, Meghalaya AIDS Control Society, Shillong shall be valid upto sixty days after date of completion of contractual obligations. Failure to furnish the Performance Security will entail cancellation of the award of contract.

Yours faithfully,

Authorize signature with seal

Full name & title of signatory