

PH/2024/184/ 583

Dated: Shillong, the 30th June 2025

EXPRESSION OF INTEREST

For

Empanelment of Firm/Agency/Proprietor/Vendor for Design and Development of Booklet on Success Stories under CM-ELEVATE Program

UNDER

MEGHALAYA BASIN MANAGEMENT AGENCY

CONTENTS

1. Invitation of Expression of Interest
2. Background
3. Scope of works
4. Venue and deadline for submission of Interest/Proposal
5. Terms and Conditions
6. Qualification
7. Evaluation Criteria and Method of Evaluation
8. Confidentiality
9. Conflict of interest
10. Empanelment
11. Condition under which EOI is issued. Last Date for Submission of EOI

SECTION 1

1. INVITATION FOR EXPRESSION OF INTEREST

PRIME Start Up Hub, Shillong
C/o - J.N. Sports Complex, Shillong 793001.
Meghalaya Basin Management Agency

PRIME Startup Hub, Shillong Invites sealed Expression of Interest (EOI) from eligible Design and Development of Booklet on Success Stories under CM-ELEVATE Program Providers/Firms/Agencies/Proprietors/vendors to indicate their Interest for empanelment with the Office of PRIME HUB, Shillong for support and assistance. Firms are expected to clearly mention the rates for the different services to be provided.

EOI Document containing the details of qualification criteria, submission date and requirements, services and evaluation criteria etc. can be downloaded from the website www.mbda.gov.in.

Further details if any may be obtained by sending email to the following E-mail address:
prime.urbanshillong.mbma@gmail.com

2. Background:

The CM-ELEVATE is a State supported, credit linked flagship program, aiming to create a conducive environment for entrepreneurs to accelerate private sector led growth. The program is intended to stimulate economic growth and development through increased credit flow into the economy, entrepreneurship development, and job creation. Since its inception, the CM-ELEVATE program has empowered individuals and organizations who are making a meaningful impact in their communities—leading by example, embracing entrepreneurship as a path to livelihood, generating employment, and driving innovation.

To capture these inspirational and impactful stories, PRIME-MBMA, which is spearheading the CM ELEVATE programme, intends to produce a professionally curated booklet featuring compelling narratives, a visually appealing layout and design, and high-resolution photographs. The booklet will highlight the programme's impact across the state, showcasing the social and economic journeys of entrepreneurs and the transformative role they play in their communities.

3. Scope of works: The empaneled agency will be required to undertake the following:

1. Understand and familiarize with the CM ELEVATE programme and the various schemes under it.
2. Travel across all the districts in Meghalaya to gather success stories of the schemes, along with photographs, and conduct interviews as and when needed.
3. Design and develop a high-quality booklet with visually appealing layout, infographics, and high-resolution photographs
4. Curate success stories from all districts of Meghalaya for the booklet.
5. Incorporate data to be provided by PRIME-MBMA officials in the booklet using creative infographics
6. Additionally, the booklet will also include a message from the Hon'ble Chief Minister, foreword from Chief Executive Officer, MBMA and a note from the Executive Director, MBMA, which will be the responsibility of the agency/firm to coordinate with their concerned office and provide support as and when needed.

7. The agency should be ready to undertake the outlining of CM Elevate program, the travel schedule, content structure, interview questionnaires for stakeholders, and methodology for collecting and curating success stories. The company profile must also be included.

8. **Specifications of the Booklet;**

The booklet must adhere to the following specifications in terms of size, paper quality, printing, and finishing:

Sl No.	Particulars	Specifications	Remarks
1.	Dimensions	5.5 x 8.5 inches (WxH)	
2.	Paper Type	High Quality Matte Finish	
3.	Paper Weight for Inner Pages	130 GSM	
4.	Paper Weight for front and back cover	250 GSM	
5.	No. of Pages	50-55 pages	
6.	Print Type	Colour Printing	
7.	Language	English	

4. **Venue and Deadline** for Submission: Proposal of any interested Service Providers/Firms/Agencies/Proprietors/vendors for empanelment with the office of PRIME Hub, Shillong for Design and Development of Booklet on Success Stories to be clearly mentioned with the rates on lot wise as below:

- (a) Name and address of the office should be mentioned clearly for future communication.
- (b) Services: details of services your firm can provide to be clearly mentioned.
- (c) Rates in details (materials costing etc.)
- (d) Brief description of works as required
- (e) Other charges like cost of travels /lodging for tour and stakeholders/entrepreneurs visit shall be mentioned separately basically as per govt rates

Sealed envelope of the above details shall be reached to the office of PRIME, HUB Shillong in the following address;

To

The Executive Director
Meghalaya Basin Management Agency
PRIME Hub, J.N. Sports Complex, Polo, Shillong-793001

5. Terms and Conditions:

- i) The authority of PRIME HUB reserves the right to withdraw the agreement at any stage if such action is deemed to be in the best interest of the management.
- ii) The opening of sealed envelopes shall take place on the same day as the last date of submission of the EOI. The envelopes will be opened by members of the Technical and Financial Evaluation Committee in the presence of the participating firms.
- iii) **Contract Period & Escalation Clause:**
 - The contract will operate on a continuous agreement basis.
 - If there are any changes to terms and conditions, they must be officially communicated in writing or via email to prime.urbanshillong.mbma@gmail.com.
 - Rate revision may be considered, allowing a maximum of 2% per annum increase to cover rising input costs.
 - The rate increase will be mutually decided.
 - The escalation clause must be formally requested by the service provider (including firms/agencies/proprietors/vendors).
 - Once approved, revised rates will be fixed for at least two years from the date of contract.
- iv) The office of PRIME HUB reserves the right to accept or reject any offer of EOI, in part or in full, without assigning any reason whatsoever.
- v) PRIME HUB reserves the right to standardize rates in cases where significant discrepancies are observed in the quotations submitted by different agencies
- vi) The submitted credentials shall be verified and reviewed by the Committee. After the evaluation of financial offers, which will be finalized based on the Financial and technical Comparative Statement on cost standards whichever easier way of evaluation, the Committee will recommend the names of service providers, firms, agencies, proprietors, and vendors suitable for empanelment and awarding of the contract.
- vii) Any amendment in the terms and conditions and Award of Contract will be uploaded on www.mbda.gov.in for information of all Service Providers/Firms/Agencies/Proprietors/vendors.
- viii) All EOIs must be submitted by the deadline specified in the EOI invitation. Late submissions will not be accepted under any circumstances.

6. Qualification Eligibility:

1. Service providers shall not participate in more than one Proposal;
2. Shall not have conflict of interest
3. Shall not be blacklisted or suspended by State Government.
4. Should be an adult citizen of India and should be a domicile resident of Meghalaya.
5. Should have a minimum experience of 5 years.
6. Agency background and experience in Design and Development of Booklet on Success Stories
7. Should provide two references from past or present work.
8. Should have the necessary resources to handle the project efficiently.
9. Firms shall produce valid certificate of GST Registration Number and PAN Card, other documents like address proof or contact details for future reference.
10. Self- declaration to the effect the Firm is not insolvent, in receivership, bankrupt or being wound up or subject to legal proceedings for any of these circumstances.
11. Business activities are not suspended or debarred from any reason by the declaration.
12. Must have necessary Trading licenses from KHADC and permits for carrying out the work in Meghalaya

7. Evaluation Criteria and Method of Evaluation

EOIs will be evaluated based on the criteria set out in the EOI invitation. An agency will be selected using easier procedures simply by a comparative statement of both Technical and financial evaluation or whichever easier way and method to do it and recommendations for the selection of firms will be made as described in Section 3 above. PRIME reserves the right to seek clarification or additional information from any respondent. PRIME is obliged to select any agency as a result of this EOI process.

Response Bidders must ensure that their Bid response is submitted as per the format attached with this document.

8. Confidentiality:

All information provided by the Organization in relation to this EOI is confidential and will not be disclosed to any third party without the Agency's prior written consent. EOIs and any accompanying documentation will become the property of the Organization and will not be returned.

9. Conflict of Interest:

If there is any indication that a conflict of interest exists or may arise, it shall be the responsibility of the Bidder to inform PRIME HUB, Shillong, by detailing the conflict in writing as an attachment to the Bid.

A Conflict of Interest occurs when a person involved in the procurement has, or may be perceived to have, a personal interest in ensuring that a particular Bidder is successful. Both actual and potential conflicts of interest must be declared by anyone involved in the Bid process.

Conditions under which EOI Issued: The EOI is not an offer and is issued with no commitment.

PRIMEHUB reserves the right to withdraw EOI and/or vary any part thereof at any stage. It further reserves the right to disqualify any bidder, should it be so necessary at any stage.

10. Empanelment:

Agencies selected through this EOI process will be empaneled for a period of one year or two years as per needs and requirements. Empaneled agencies will be eligible to participate in subsequent Design and Development of Booklet on Success Stories as per the PRIME's requirements. Empanelment does not guarantee any minimum level of business or exclusivity, engagement and awarding shall not be meant for giving business at all time, it is to know that you have a legal business and you can quote the rates and empanel with the Organization. The Company reserves the right to terminate the EOI process at any time without awarding a contract or re empaneling any agency.

11. Condition under which EOI is issued. Last Date for Submission of EOI:

Last date for submission of (EOI) for Empanelment with the Office of PRIME Hub, Shillong **latest by 15th July 2025 at 4:00 PM** and the Opening of Sealed envelope (EOI) will be on the next day at 4:00 PM. At PRIME HUB, J.N Sports Complex, Polo, Shillong.

Name: Executive Director, MBMA

Address: PRIME Hub, J.N. Sports Complex, Shillong Meghalaya Basin Management Agency
Shillong – 793001

Annexure-A

FIRM'S

FORMAT

Sl. No.	Particulars	Description in Details	Rates with GST	Total	Remarks
1 (a)	Name of the Firms/Agencies/Proprietors/Vendors				
2 (b)	Details of Services Provided				
3 (c)	Rate in details				
3 (d)	Brief description of works required				
3 (e)	Other charges				
	Complete Contact Details of Authorized person				
	Name				
	Complete Postal Address				
	Telephone No.				
	Mobile No.				
	Email id				
	Website if any				

	PAN No				
	GST Registration No				
	Year of registration /Establishment				

Please enclose Brochures of the services, etc. if any

Date: Signature and Seal

Signature of Authorized signatory