



OFFICE OF THE MISSION DIRECTOR
NATIONAL HEALTH MISSION, MEGHALAYA
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No. DHS/MCH&FW/NHM/COVID-19-Proc/17/2020/291

Dated: 03 /March/2020

NOTICE

Following Technical bid opening which was held on 01st/Mar/2021 pertaining to RFP for “**Planning, Execution & Monitoring of communication plan for Outdoor, Print, Electronic and Social Media for NHM Meghalaya for COVID-19 vaccination program for a period of 6 (six) months**” vide RFP No: DHS/MCH&FW/NHM/COVID-19-Proc/17/2020/117 dated 27th/01/2021, the following deviations were observed:

- (i) **Dong Valley Consultants Pvt. Ltd.** had furnished all documents except experienced in similar work is 2.3years.
- (ii) **The Living Picture Company did not furnish and not complied the followings:**
 - a) Experienced of similar works is available except Digital marketing/social media campaign not of Health related.
 - b) 50K plus followers over social network against any health project within the state of Meghalaya.
 - c) A DLT registration as per TRAI guidelines, and have executed campaign on SMS platform.
 - d) The abilities and competencies to execute Virtual IVR campaigns
 - e) Experienced on Creation of social media contents related to pages, discussion forums, competitions, knowledge bank with NHM Meghalaya
 - f) The ability and competencies to run segmented SMS campaigns basis geographic/ linguistic segmentation.
 - g) Supporting documents on Minimum one nos. of Technical Proposal on managing various social media platforms that has already been completed by the bidders for Meghalaya Govt. or any Public sector.
 - h) Experienced of similar works with 10lakh value is available except Digital marketing/social media campaign not of Health related.

With the recommendation of the Tender Committee, the bidders are hereby instructed to furnish a reply pertaining to the deviations within *two days* from the date of issue of the Notice. After receiving the reply, the authority will evaluate the documents and then make a decision accordingly and bidders shall have no objections.

Note: The next RFP meeting will be held on 5 /March/2021 at 5 PM in the office of the undersigned and the Financial bid will be held on the same day.

Mission Director, NHM
Meghalaya, Shillong.

Copy to:

Tender Committee Members for information and to attend the meeting