



**OFFICE OF THE MISSION DIRECTOR  
NATIONAL HEALTH MISSION, MEGHALAYA**  
Directorate of Health Services, Red Hill, Upper New Colony, Health  
Complex, Laitumkrah, Shillong-793003, Ph-0364-2506460 Fax-0364-  
2504532

**Email: [nrhmmegh@gmail.com](mailto:nrhmmegh@gmail.com)**

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## **REQUEST FOR PROPOSAL**

**FROM THE AUTHORISED AND EXPERIENCED AGENCY  
FOR APPOINTMENT OF AGENCY(S) 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.  
UNDER NATIONAL HEALTH MISSION**

**RFP NO. DHS/MCH&FW/NHM/COV19-Proc/17/2020/117**

**Dated: 27/January/2021**

**ADDRESS: Office of Mission Director, National Health Mission,  
Health Complex, Laitumkrah, Shillong-793003, Meghalaya**

**PHONE: +917005662189**

**EMAIL: [nrhmmegh@gmail.com](mailto:nrhmmegh@gmail.com)  
[bryanraphaeldon@gmail.com](mailto:bryanraphaeldon@gmail.com)**

**WEBSITE: <https://nhmmeghalaya.nic.in>**



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RFP No. DHS/MCH&FW/NHM/COV19-Proc/17/2020/117

Dated Shillong the 27/January/2021

**1. LETTER OF INVITATION**

- a) Office of the National Health Mission, Meghalaya (NHMM), Shillong-3 Requests For Proposals (RFP) from the Authorised and Experienced Agencies 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.
- b) More details on the services to be provided are under the Scope of Work in the RFP document.
- c) The Authority shall select experienced Agency as per procedures contained in the RFP.
- d) The period of contract will be for a minimum period of 6 months from the date of signing of contract agreement and may be reduced or extended at the discretion of the Authority. The contract will be effective after signing of agreement with the Authority.

**Schedule of calling RFP**

Sl. No.	RFP Timelines	Date
1.	Date of issuing of RFP	<u>27</u> /January/2021
2	Place for submission of RFP document	O/O Mission Director, National Health Mission, Meghalaya, Health Complex Laitumkrah, Shillong- 793003
3	Last date and time of receiving proposal (Both Technical and Financial)	<u>19</u> /Febuary/2021 up to 1.00 PM
3.	Date and time for opening of RFP document	To be inform at a later date
4	Place of opening of RFP	Same as sl.no.2 above

(\* the above dates are subject to change in case of unavoidable reasons)

- e) Interested tenderers may obtain further information about this requirement from the above office or download from <https://nhmmeghalaya.nic.in>
- f) If requested, the RFP Documents will be mailed by Registered Post/Speed Post to the interested tenderers, for which extra expenditure per set will be Rs 100.00 for domestic post. The authority will not be responsible for late receipt/ non-receipt of tender document by the vendor.
- g) Tenderer may also download the RFP documents (a complete set of document is available on website) from the web site <https://nhmmeghalaya.nic.in> and submit its tender by using the downloaded document The tender paper will be rejected if the bidder changes any clause or Annexure of the bid document downloaded from the website.



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**2. Earnest Money Deposit:**

The Applicant shall have to furnish as part of its proposal Earnest Money Deposit of Rs. 2,50,000/- (Rupees one lakh twenty five thousand) only as follows:

- I. An EMD of Rs. 2,50,000/- (Rupees one lakh twenty five thousand) only in the form of DD/FD with a minimum period of 3months from last date of submission of the Tender document drawn in favour of Mission Director National Health Mission, Meghalaya and payable at Shillong must be submitted along with the proposal.
- II. Proposals not accompanied by EMD shall be rejected as non-responsive.
- III. No interest shall be payable by the Authority for the sum deposit as earnest money deposit.
- IV. No bank guarantee will be accepted in lieu of the earnest money deposit.
- V. The firms/agencies registered under MSME are exempted for submission of EMD subject to submission of proper documentary evidence.
- VI. The EMD of the unsuccessful applicants would be returned back within one month of signing of the contract.

**3. The EMD shall be forfeited to the Authority in the following events :**

- i. If proposal is withdrawn during the validity period or any extension agreed by the applicant thereof.
- ii. If the Applicant tries to influence the evaluation process.
- iii. Any other as decided by the authority.

Mission Director  
National Health Mission, Meghalaya,  
Laitumkhrab, Shillong-793003



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#### **4. REQUEST FOR PROPOSAL TERMINOLOGY**

Throughout this document, the following definitions apply:

1. "Applicant" means a party that submits, or intends to submit, a Proposal;
2. "Work Order" means the written order resulting from this RFP issued by the Authority ;
3. "The Authority" means the Managing Director of National Health Mission, Meghalaya;
4. "Must", or "mandatory" means a requirement that must be met in order for a Proposal to receive consideration;
5. "Proposal" means a proposal submitted in response to this RFP;
6. "RFP" means this Request for Proposal; and
7. "Should" or "desirable" means a requirement having a significant degree of importance to the objectives of RFP.

#### **5. Purpose / Intent for RFP**

The purpose/intent for Request for Proposal (RFP) is to appoint an Agency(s) 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.

#### **6. EXECUTIVE SUMMARY**

Background:

NHM Meghalaya has been using various Awareness Drives in Print, Electronic and other media on spreading awareness for COVID-19 and various ways to disseminate safety messages related to the same. Awareness creation is one of the foremost responsibilities of NHM, Meghalaya through which maximum people can be aware.

At the same time, vaccination for COVID-19 is around the corner, and NHM is working extensively to stream-line the entire process of distribution and application of the vaccination. It is important to create awareness across Meghalaya, so that all the apprehensions are addressed, and people are educated on the process of application of the vaccine.

Social Media (SM) and physical media plays an important role at this time. Especially, at this age of digitalisation, Social Media plays a vital role in the field of awareness. Various SM platforms like Facebook, Twitter, Instagram, YouTube, LinkedIn etc. are the basis through which maximum reach of people and engagement of people can be achieved.

However, managing these Outdoor, Electronic, Print and Social Media platforms is an important task for maximum awareness and for this, NHM Meghalaya, needs a proper plan and system through which wide awareness campaign can be created. Therefore, NHM Meghalaya intends to engage an Agency for the following work as per the Scope of work of the RFP for Planning, Executing & Monitoring comprehensive Outdoor, Print, Electronic and Social Media Platform for Vaccination against COVID-19 for NHM Meghalaya.

#### **7. RESPONSIBILITIES OF THE AGENCY:**

1. The agency will have to provide along with the proposal full details of the key persons and their responsibilities in the assignment having experience in similar project whether in the state of Meghalaya or in any other State in India.
2. The agency should provide professional, objective, and impartial advice and at all times hold the Government's interests paramount, strictly avoid conflicts with other assignments or their own corporate interests and act without any consideration for future work.



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3. The agency participating should adhere to the highest ethical standards, both during the selection process and throughout the execution of a contract.

## 8. Objective.

The objective of engagement of agency is to help in designing a comprehensive outreach strategy and execute a comprehensive media plan for Outdoor, Print, Electronic and Social Media and conduct outreach activities all over Meghalaya, highlighting the various objectives, initiatives and programs under NHM Meghalaya for vaccination against COVID-19.

The above assignment is to be covered during the entire project contract. However, in-case on the findings, certain components can also be added if necessary or needed with no additional cost to the authority.

## 9. SCOPE OF THE WORK.

- (i) The obligations of the agency/firm under this contract shall include the following service activities and commitments.
- Management of content (audio, video, text, etc.) on all existing Social Media platforms including Facebook, Instagram, Twitter, YouTube, LinkedIn etc.
  - Creation of contents related to blogs, pages, discussion forums, competitions, knowledge bank in various platforms including knowledge management portal and official website of NHM Meghalaya.
  - Creation of content for outdoor media, electronic media, print media and any other media.
  - Execution of content created for outdoor media, electronic media, print media and any other media.
  - Wide Social Media management with specific strategy: Social Media optimization, online reputation management, social media marketing, paid marketing.
  - Maintain the public engagement with the target audience and establishing and strengthen the online community of followers for NHM Meghalaya with the use of physical and digital medium.
  - Updating on alerts, official orders, IEC materials and notifications from time to time
  - Create maximum awareness in various platforms of media.
  - Manage all the creative as per norms of NHM Meghalaya and as per requirement
  - Animation, infographic, illustrations.
  - Event reporting along with photography and videos in Social Media platforms.
  - Target audience-oriented awareness campaigns
  - Content development in the form of creative, motion videos, illustrations, blogs, animations etc. (Need Basis)
  - Proper response management.
  - Detailed analysis of campaigns and monitoring.
  - The Agency will be required to provide the Methodology for the services to be provided under this contract as per the following format:

Activities	Parameters	Frequency

(ii) **DELIVERABLES:**

The deliverables include:

- List of key personnel with educational qualifications recruited and trained for Planning, Executing & Monitoring of communication plan for COVID-19 Vaccination program on various Outdoor, Electronic, Print and Social Media platforms.
- Submission of draft plan for executing the work. The plan should have recommendations from on improving the programme.



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(c) Submission of final plan and to obtain approval from the authority

**(iii) CONFIDENTIAL CLAUSE**

All documents, information, statistics and data collected by the implementing agency in the discharge of obligations under the agreement shall remain confidential.

**10. EARNEST MONEY DEPOSIT AND PERFORMANCE GUARANTEE**

i. The Earnest Money shall be mandatory for all applicants.

Earnest Money Deposit shall be forfeited if:

- a) The proposal is withdrawn before finalisation of evaluation within validity period.
- b) The applicant tries to influence the evaluation process in any manner.
- c) No interest shall be payable by the Authority for the sum deposited as Earnest Money Deposit.

ii. **Performance Guarantee:**

The selected Agency shall be required to furnish a Performance Bank Guarantee 4months from date of expiry of Contract, As per Appendix-F of 5% of contract value only in the form of an unconditional and irrevocable bank guarantee from a nationalized bank in India in favour of Mission Director, National Health Mission, payable at Shillong which shall be retained till the end of the contract.

The Performance Guarantee must be submitted after award of contract but before signing of contract. The successful applicant's Performance Guarantee would be returned only after successful completion of tasks assigned to the Agency within the time frame and after adjusting/recovering any dues recoverable/payable from/by the Agency on any account under the contract.

iii. **Forfeiture of Performance Guarantee**

The Performance Guarantee shall be forfeited to the Authority if:

- a. The proposal is withdrawn during the validity period or any extension agreed by the Agency thereof.
- b. The proposal is varied or modified in a manner not acceptable to the Authority after award of contract during the validity period or any extension thereof.
- c. In case of breach of contract terms and conditions by the agency

**11. GENERAL CONDITIONS**

a) The authority has the right to cancel the Tender at any time without giving any reasons.

b) **Amendment to RFP document:**

At any time prior to the deadline for submission of the Proposal, the Authority may, for any reason, whether at its own initiative or in response to clarifications requested by an applicant, modify the RFP document by the issuance of Addendum/Amendment/Corrigendum and posting it on the official website. In order to afford the Applicants a reasonable time for taking an amendment into account, or for any other reason, the Office may, in its sole discretion, extend the last date of submission.

c) **Duration of the Assignment:** The duration of the assignment will be for a period of 6 (six) months from the date of agreement between the Purchaser and successful bidder/agency.

d) **Project Support:** The Authority will provide available necessary information, data, reports, and other documents required for accomplishing the objective of the assignment.

e) **Reporting:** The Authority will be review and monitoring the progress of the assignment regularly and suggestions for improvement to the Agency will be given by the authority as and when required and the same is to be incorporated in the program with no additional cost.

f) **Submission, Receipt and Opening of Proposals**

- i. The Proposals should be submitted duly sealed and addressed to the Mission Director, National Health Mission and deposited in tender box or sent by courier/speed/registered post on or before 1300 hrs. of due date.



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- ii. Any Proposal received after the due date for submission of Proposals shall be rejected.
- iii. The original proposal, both technical and financial proposals shall contain no interlineations or overwriting, except as necessary to correct errors made by the Applicants themselves. The person who signed the proposal must initial such correction. Submission letters for both Technical and Financial proposals should respectively be in the format of TECHNICAL and FINANCIAL.
- g) **The first Envelope Technical** proposal and shall be marked in bold letters as "TECHNICAL BID":  
The Technical envelope should include the following besides others:
- Technical format covering letter Appendix-B
  - Bank Draft/DD towards E.M.D. .
  - Confirmation regarding furnishing **Performance Security** in case of award of contract.
  - Affix stamp of Rs.25 on Original RFP document duly stamped and signed in each page.
  - Power of attorney in favour of signatory to RFP documents and signatory to Authorisation letter.
  - Copy of the certificate of registration of GST with the appropriate authority.
  - Trading License from KHADC/JHADC/GHADC
  - A declaration from the bidder in the format given in the "**Appendix-G**" to the effect that the firm has neither been declared as defaulter or black-listed by any competent authority of a government department under Government of India or Government of any State or any organisation.
- h) **Eligibility criteria:**
- The Bidder shall have minimum three years of experience in carrying out similar type of assignment / service with the Govt. of Meghalaya or Public. In support of this, a statement regarding assignments of similar nature successfully completed during last three years should be submitted as per proforma in **Appendix 'A'**. Users' certificate regarding satisfactory completion of assignments should also be submitted. The assignment of Govt. Depts. / Semi Govt. Depts. should be specifically brought out. (The decision of the Purchaser as to whether the assignment is similar or not and whether the bidders possess adequate experience or not, shall be final and binding on the bidders.).
  - Declaration or affidavit with Rs.100/- stamp paper, that the Bidders are not presently blacklisted by the Purchaser or by any State Govt. or its organizations by Govt. of India or its organizations.
  - The bidders shall have a minimum turnover of **Rs.25 lakh** per annum in last three financial years duly supported by audited accounts statement. Relaxation will be given for organisation registered under MSME & Start-up's with overall management experienced of >30 years in the same project.
  - PAN Card of the firm
  - Self-attested copy of a Cancelled Cheque of the Firm clearly indicating Bank Name, Branch, Account Number, IFSC.
  - The Agency Must Achieved minimum 50K plus followers over social network against any health project within the state of Meghalaya.
  - The entity must have helped obtained any government organisation a DLT registration as per TRAI guidelines, and have executed campaign on SMS platform.
  - The Agency should also have abilities and competencies to execute Virtual IVR campaigns.
  - The Agency must have an experienced on Creation of social media contents related to pages, discussion forums, competitions, knowledge bank with NHM Meghalaya. (Furnish proper supporting documents).
  - The Agency must have ability and competencies to run segmented SMS campaigns basis geographic/ linguistic segmentation.





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- xi. The Agency must have executed similar comprehensive assignments during the period of last 3 years on designing and production of Creative, Digital Marketing/ Social Media campaign, PR services, Creation of social media contents related to pages, discussion forums, competitions, knowledge bank in various platforms and other media for any NHM or Health project.
  - xii. To Furnish proper 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
  - xiii. The bidder must have executed at least 1 (one) similar assignment with single Work Order Value of minimum Rs.10 Lakhs (Rupees Ten Lakh) in the last 3 years.
- i) The second envelope shall contain the financial proposal and shall be marked in bold letters as "FINANCIAL BID". Prices shall be inclusive of all taxes, duties, price quoted should cover all expenses and quoted in the proforma enclosed at "Appendix E" as per scope of work / service to be rendered.
  - j) An authorized representative of the Applicants shall initial all pages of the original Technical and Financial proposals along with official seal. The authorization shall be in the form of a written power of attorney accompanying the proposal or on any other form demonstrating that the representative has been duly authorized to sign. The signed Technical and Financial proposals shall be marked 'ORIGINAL'.
  - k) The original and all copies of the technical proposal including EMD, non-refundable court fee stamps of Rs.25, documents shall be placed in a sealed envelope clearly marked 'TECHNICAL PROPOSAL'. Similarly, the original financial proposal in prescribed formats shall be placed in a sealed envelope clearly marked 'FINANCIAL PROPOSAL' followed by the name of the Assignment/ Job. The envelopes containing the Technical proposals, financial proposals and EMD shall be placed into an outer envelope and sealed. All envelopes (two inner and one outer) must bear the full address of the agency at the left hand bottom corner of the envelope. The envelop shall bear the submission address, RFP reference number be clearly marked.
  - l) The Authority shall not be responsible for misplacement, losing or premature opening if the outer envelope is not sealed and/ or marked as stipulated. These circumstances may be case for proposal rejection. If the Financial proposal is not submitted in a separate sealed envelope duly marked as indicated above, this will constitute grounds for declaring the proposal non-responsive.
  - m) The proposals must be sent to the address indicated above and received by the Authority later than the time and the date indicated in the above, or any extension to this date. Any proposal received by the Authority after the deadline for submission shall be returned unopened.
  - n) The Proposal with conditions other than those specified in the RFP document is liable to be summarily rejected. No modification by the applicant in any of the conditions will be permitted after the proposal is opened.
  - o) The firm should confirm in the technical bid that he/she has quoted composite cost of all activities and performing the activities as highlighted under scope of work.
  - p) No escalation in the rates on any accounts will be permitted during the Rate Contract period.
  - q) The firm shall be responsible for in-complete work/not matching as per Rate Contract or as per scope of work and responsible for rectification within stipulated time and failure to which the compensation will be recovered as decided by NHM, Meghalaya
  - r) No increase in the cost will be considered for any reason, unless there is major changes in the scope of work.
  - s) NHM, Meghalaya does not bind itself to accept the lowest or any tender and reserves the right to reject all or any bid or cancel the tender without assigning any reason whatsoever. NHM, Meghalaya also reserves the right to re-issue the tender without the vendors having the right to object to re-issue.
  - t) All legal disputes will be subject to Meghalaya jurisdiction.
  - u) All the operational cost within the declared scope of work including the cost of deployment of the personnel will be borne by the Agency.

## **10. PROPOSAL OPENING**

The Authority shall open the proposals in the presence of applicants or their authorized





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representative who wish to be present at the time of opening of proposals on due date.

**11. AWARD OF CONTRACT**

The Authority shall issue Letter of Intent to the applicant whose offer has been found technically and financially responsive. The applicant shall within 10 days of issue of Letter of Intent, give his Letter of Acceptance along with Performance Guarantee.

**12. SIGNING OF AGREEMENT**

Signing of Agreement shall constitute award of hiring contract on the successful applicant. Upon the successful applicant furnishing the Performance Guarantee, the Authority shall release its Earnest Money Deposit.

**13. ANNULMENT OF AWARD**

Failure of the successful applicant to comply with the requirement under Scope of Work constitutes sufficient ground for the annulment of the award and forfeiture of the Performance Guarantee in which event the Authority may make the award to any other applicant at the discretion of the Authority or call for new proposals.

**14. PERIOD OF VALIDITY OF PROPOSALS**

The proposals shall remain valid for a minimum period of 1 (one) year from the award of contract. However, the validity of proposal is subject to timelines of the Project that may alter the contract period. The selected Agency will be called for a discussion about changes to be made if any. An applicant accepting the request of the Authority for an extension to the period of proposal validity will not be permitted to modify his proposal.

**15. APPLICATION**

Submission of proposal against this offer shall bind the applicant for the acceptance of all the conditions specified herein unless otherwise agreed by the Authority.

**16. FORCE MAJEURE**

If any time, during the continuance of this contract, the performance in whole or in part by either party of any obligation under this contract is prevented or delayed by reason of any war, or hostility, acts of the public enemy, civil commotion, sabotage, fires, floods, explosions, epidemics, quarantine restrictions, strikes, lockouts or act of God (hereinafter referred to as events), provided notice of happenings of any such eventuality is given by either party to the other within 21 days from the date of occurrence thereof, neither party shall by reason of such event be entitled to terminate this contract nor shall either party have any claim for damages against the other in respect of such on performance or delay in performance under the contract and the performance shall be resumed as soon as practicable after such an event may come to an end or cease to exist, and the decision of the Authority as to whether the supplies have been so resumed or not shall be final and conclusive, provided further that if the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such event for a period exceeding 30 days either party may, at his option, terminate the contract.

**17. ARBITRATION**

In the event of any question, dispute or difference arising under the agreement or in connection there with (except as to matter the decision to which is specifically provided under this agreement), the same shall be referred to sole arbitration appointed by Mission Director, National Health Mission, Meghalaya.

The arbitrator may from time to time with the consent of both the parties enlarge the time frame for making and publishing the award. Subject to aforesaid Arbitration and



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Conciliation Act, 1996 and the rules made there under, any modification thereof for the time being in force shall be deemed to apply to the arbitration proceeding under this clause. The venue of the arbitration proceeding shall be the National Health Mission, Meghalaya office.

#### 18. PAYMENT TO SELECTED AGENCY

1. The selected Agency should submit bill for payment for the work as detailed in the RFP and contract agreement thereof. The payment shall be made on completion of the entire work specified in the work order as per timeline upon satisfaction of the Authority or bill certified by the designated officer of the purchaser and after receiving of fund from the government under head of account and ceiling.
2. The bidder will raise its invoice on completion of services/work duly accompanied by evidences of services provided viz. report submitted etc. The payment will be subject to TDS as per Income Tax Rules and other statutory deductions as per applicable laws and producing of GST challan by the successful tenderer as applicable.

#### 19. PENALTY CLAUSE

1. Any delay from the time schedule stipulated by the Authority at the time of signing of contract agreement or delay to rectify any errors for the items of work listed under 'Scope of Work' or in any other part of the RFP would invite a penalty from the amount due to the Agency for that work as per penalty clause mentioned at para 2 below. Repeated undue delays may attract cancellation of the Contract and blacklisting of the selected Agency by the Authority.
2. Unless the penalty is waived by NHM, Meghalaya, the successful Tenderer shall have to pay the penalty. In case the agency fail to deliver the work assigned or any consignment thereof, within the period prescribed for such delivery/work, the Purchaser shall be entitled at his/her option, to the following:

**Delayed Penalty & Liquidity Damage:**

Up to 7 Days from Delivery/Work Due Date	0.50% from the total Work Order value
From 8th day to 15 Days	0.75% from the total Work Order value
From 16th day to 22nd Days	1.0% from the total Work Order value
From 23rd day to 30th Days	5.00% from the total Work Order value
Above 30 Days	10.00% from the total Work Order value

#### 20. TERMINATION OF ENGAGEMENT/CONTRACT

Authority may terminate the Contract of the Agency in case of occurrence of any of the events specified below:

1. If the Agency becomes insolvent or goes into compulsory liquidation.
2. If the Agency, in the judgment of Authority, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
3. If the Agency submits a false statement which has a material effect on the rights, obligations or interests.
4. If the Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest.
5. If the Agency breach the Terms and Conditions of the contract.

#### 21. SPECIAL CONDITIONS OF CONTRACT-I

1. In case the date fixed for opening of proposals is subsequently declared as holiday by the Government, the revised schedule will be notified. However, in absence of such notification, the proposals will be opened on next working day with the time and venue remaining unaltered.



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2. Authority reserves the right to disqualify such applicants who have a record of not meeting contractual obligations against earlier contract entered into with National Health Mission, Meghalaya.
3. Authority reserves the right to blacklist an applicant for a suitable period in case he fails to honour his proposal without sufficient ground.
4. The engagement and payment of wages to the personnel is the sole responsibility of the applicant and any breach of such laws or regulations shall be deemed to be breach of this contract.
5. Authority reserves right to counter offer price against price quoted by the applicant as per the benchmarked price.

**22. SPECIAL CONDITIONS OF CONTRACT-II**

- I. This RFP is illustrative in nature and all narrations are intended to be used by the applicant as a preliminary background explanation. This RFP does not necessarily contain all relevant information and the Authority reserves the right to amend its requirements or the information contained in this document at any time during the RFP process.
- II. The Authority offer no warranties in regard to the information contained in this RFP and shall not be liable for any loss or damage as relates to this RFP for any applicant, potential applicant or any other third party arising as a result of reliance on this RFP's information or any subsequent communication.
- III. If the Authority decides to select an applicant for the services, at that time a detailed Work Order will be issued to the applicant selected. This Work Order will not be made available until the selection of a successful applicant.
- IV. Neither the RFP document nor any other related document shall constitute a contract or agreement with Authority,
- V. The Authority reserves the right to disqualify any applicant who provides information which later proves to be incorrect, or which does not supply the information required by this RFP.
- VI. The Authority will not be liable for any costs of any applicant participating in this RFP.
- VII. The submission of a response to this RFP by any applicant or potential applicant confirms the applicant or potential applicant's acceptance of all terms and conditions of this RFP.
- VIII. Respondents to this RFP or their agents may not make any contact with any party employed or directly associated with the Authority as relates to this RFP.
- IX. Considering the urgency of work, NHM will be at liberty to close the bidding process at any time before the bidding closure date.
- X. Proposals must remain open for acceptance for a minimum of 180 days.
- XI. Any query/ requests for clarifications on the RFP by the Applicant should be sent via e-mail (only)
- XII. Since this is work undertaken on urgent basis, Pre-bidding on queries/requests for clarification can be sought on e-mail addressed to [bryanraphaeldon@gmail.com](mailto:bryanraphaeldon@gmail.com), 15days prior Tender submission date.
- XIII. Amendment of RFP Document: At any time prior to the deadline for submission of the RFP, NHM Meghalaya may for any reason, modify the RFP document. The amendment document shall be notified through the website of NHM Meghalaya and such amendments shall be binding on all the bidders.
- XIV. Disqualification: NHM Meghalaya may at its sole discretion and at any time during the evaluation of RFP, disqualify any applicant, if the applicant.
  - a) Misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements
  - b) Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures etc. in any of the projects in the preceding three years.
  - c) Submitted a proposal that is not accompanied by required documentation or is non-responsive
  - d) Failed to provide clarification related thereto, when sought.
  - e) Was declared ineligible/blacklisted by State/UT/Central Government.
  - f) Tried to influence the evaluation process either directly or indirectly.
- XV. Area of Work: The engaged agency will cater to the specific needs for all the districts of Meghalaya
- XVI. Termination: If in the view of NHM Meghalaya, the performance of an agency is not satisfactory, then NHM Meghalaya may at its sole discretion, terminate the engagement, for that particular project as well as terminate the agency's engagement with NHM Meghalaya and in doing so, shall intimate the agency in written with the termination letter. The decision of NHM Meghalaya in this matter shall be final and binding.
- XVII. **PAYMENT TERMS:**
  - a) Payment will be released by the Mission Director, NHM Meghalaya,
  - b) Payment will be made on successful completion of work as per Agreement along with Terms and Condition.



**OFFICE OF THE MISSION DIRECTOR  
NATIONAL HEALTH MISSION, MEGHALAYA**

**Directorate of Health Services, Red Hill, Upper New Colony, Health Complex,  
Laitumkrah, Shillong-793003, Ph-0364-2506460 Fax-0364-2504532**

**Email: [nrhmmegh@gmail.com](mailto:nrhmmegh@gmail.com)**

## Appendix - A:

### ASSIGNMENT OF SIMILAR NATURE SUCCESSFULLY COMPLETED DURING LAST THREE YEARS

1. Attach users' certificates regarding satisfactory completion of assignments. Note: Attach extra sheet for above Performa if required.

Name .....

Signature.....

S. No	Assignment Contract No & date	Description of work/services provided	Contract price of assignment (three work orders of minimum value 10lak each)	Date of commencement	Date of completion	Was assignment satisfactorily completed (Completion certificate to be enclosed)	Address of organization with Phone No. where assignment done
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							



**OFFICE OF THE MISSION DIRECTOR**  
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**Email: [nrhmmegh@gmail.com](mailto:nrhmmegh@gmail.com)**

## Appendix – B:

**TECHNICAL**  
**FORMAT FOR COVERING LETTER**  
(On the Letterhead of the Bidder)

**To,**  
**Mission Director,**  
**National Health Mission, Meghalaya,**  
**Laitumkhrah, Shillong- 793003**

Sir,

Ref: - Selection of Authorised and Experienced Agency for Planning, Execution & Monitoring of communication plan for Outdoor, Print, Electronic and Social Media for COVID-19 vaccination program for a period of 6 (six) months under NHM, Meghalaya.

We have read and understood the Request for Proposal (RFP) along with Draft Contract Agreement (Appendix-H) in respect of the captioned Assignment provided to us by the National Health Mission, Meghalaya. We hereby agree and undertake as under: Notwithstanding any qualifications or conditions, whether implied or otherwise, contained in our Proposal we hereby represent and confirm that our Proposal is qualified and unconditional in all respects and we agree to the terms of the proposed Agreement, a draft of which also forms a part of the RFP provided to us.

This Proposal is valid till ----- (At least 6 Months from the Proposal Due Date). Please find enclosed herein with the Proposal the Demand Draft bearing number ----- for Rs. 2,50,000/- (Rupees two lakh fifty thousand only) drawn in favour of the 'Mission Director, National Health Mission, Meghalaya' payable at Shillong towards the 'Earnest Money Deposit', dated this .....day of ..... 2020.

Signature: .....

Name : .....

Date : .....

Organization's Seal



**OFFICE OF THE MISSION DIRECTOR**  
**NATIONAL HEALTH MISSION, MEGHALAYA**  
**Directorate of Health Services, Red Hill, Upper New Colony, Health Complex,**  
**Laitumkrah, Shillong-793003, Ph-0364-2506460 Fax-0364-2504532**  
**Email: [nrhmmegh@gmail.com](mailto:nrhmmegh@gmail.com)**

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## Appendix – C:

### UNDERTAKING

- 1) I/We undertake that I/We have carefully studied all the terms and conditions and understood the parameters of the proposed work of the Authority and shall abide by them.
- 2) I/We further undertake that the information given in the RFP are true and correct in all respect and I/We hold the responsibility for the same.
- 3) I/We confirm that our Agency/Organization is not blacklisted in any manner whatsoever by Central Government or any regulator/statutory body under Government of India.
- 4) It is hereby confirmed that Mr./Ms..... is/are entitled to act on behalf of our Agency ..... and empowered to sign this document as well as such other documents, which may be required in this connection.
- 5) It is also under taken that we have in-house capability to take-up the assignment.

Signature: .....

Name : .....

Date : .....

Organization's Seal



**OFFICE OF THE MISSION DIRECTOR  
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Directorate of Health Services, Red Hill, Upper New Colony, Health Complex,  
Laitumkrah, Shillong-793003, Ph-0364-2506460 Fax-0364-2504532  
Email: [nrhmmegh@gmail.com](mailto:nrhmmegh@gmail.com)

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## Appendix - D:

### FINANCIAL

#### FORMAT FOR FINANCIAL PROPOSAL (On the letter head of the bidder)

**To,  
Mission Director,  
National Health Mission, Meghalaya,  
Laitumkrah, Shillong- 793003**

Sir,

Ref: Selection of Authorised and Experienced Agency for Planning, Execution & Monitoring of communication plan for Outdoor, Print, Electronic and Social Media for COVID-19 vaccination program for a period of 6 (six) months under NHM, Meghalaya.

We are pleased to quote our price bid. We have reviewed all the terms and conditions of the 'Request for Proposal' and confirm that, we would abide by all the terms and conditions. We hereby declare that there shall be no deviations from the stated terms in the RFP.

The Financial Proposal rates are enclosed herewith as above shall cover all expenses incurred by us in fulfilling our commitments as per Scope of Works.

We further certify that we shall follow the Scope of Services, without any deviations, enumerated in this RFP, if the Assignment is awarded to us.

Sincerely,

Signature: .....

Name : .....

Date : .....

Organization's Seal





**OFFICE OF THE MISSION DIRECTOR**  
**NATIONAL HEALTH MISSION, MEGHALAYA**  
 Directorate of Health Services, Red Hill, Upper New Colony, Health Complex,  
 Laitumkrah, Shillong-793003, Ph-0364-2506460 Fax-0364-2504532  
 Email: [nrhmmegh@gmail.com](mailto:nrhmmegh@gmail.com)

## Appendix - E

### FINANCIAL BID

(To be submitted by all tenderers / bidders in their letter head)

Name of the Tenderer:.....

Name of Work	Volume of Work	Basic cost (INR) 'A'	Tax amount 'B'	Total amount/Month (A+B)	In words
For Planning, Execution & Monitoring of communication plan for Outdoor, Print, Electronic and Social Media for COVID-19 vaccination program under NHM, Meghalaya	As per Table-A	(to quote as per the total amount per month at Table-A)  {For instruction only, remove the text when rate is put}			

**Table-A**  
**Projected Volume of Work/Month**

Particulars	Medium		Amount (INR) for total volume (activity wise)
		Incremental followers / month	
<b>Social Media Handle</b>	Facebook	30000	
	Instagram	2000	
	Twitter	1000	
	YouTube	5000	
	Behavioural app	2000	
<b>Electronic Media</b>	<b>Medium</b>		<b>No. of broadcast / month</b>
	Segmented SMS	4000000	
	Segmented OBD	2000000	
	Segmented VIVR	300000	
<b>Content Development</b>	<b>Medium</b>		<b>Quantity / month</b>
	Videos - Animated	3	
	Videos - Real	1	
	JPEG - Poster	3	
	JPEG - Hoarding	3	
<b>Total Amount for the whole activity per month</b>			

- 1) The financial quotes should cover the entire cost.
- 2) The price shall be firm and inclusive of all taxes presently in force.
- 3) The bidder quoted the lowest rate shall be taken as the successful bidder and award the contract.
- 4) The Payment will be made on the actual volume of work done per activity in a month (i.e. Rate per unit X volume of work done) and on submission of physical report for the work done.

Signature.....

Name.....



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**Directorate of Health Services, Red Hill, Upper New Colony, Health Complex,**  
**Laitumkhrah, Shillong-793003, Ph-0364-2506460 Fax-0364-2504532**  
**Email: [nrhmmegh@gmail.com](mailto:nrhmmegh@gmail.com)**

## Appendix - F

### PROFORMA FOR BANK GUARANTEE

To

The Mission Director, National Health Mission,  
Directorate of Health Services, Health Complex,  
Laitumkhrah, Shillong-793003, Meghalaya.

WHEREAS.....(Name and address of the Survey Agency)  
(Hereinafter called " Implementing Agency" has undertaken, in pursuance of contract No.....  
dated ..... (Herein after "the contract") to provided services for Planning, Execution &  
Monitoring of communication plan for Outdoor, Print, Electronic and Social Media for COVID-19  
vaccination program for a period of 6 (six) months under NHM, Meghalaya.

AND WHEREAS it has been stipulated by you in the said contract that the service provider shall  
furnish you with a bank guarantee by a scheduled commercial bank recognized by you for the sum  
specified therein as security for compliance with its obligations in accordance with the contract;

AND WHEREAS we have agreed to give such a bank guarantee on behalf of the implementing agency;

NOW THEREFORE we hereby affirm that we are guarantors and responsible to you, on behalf of the  
implementing agency, up to a total of..... (Amount of the guarantee in  
words and figures), and we undertake to pay you, upon your first written demand declaring the  
implementing agency to be in default under the contract and without cavil or argument, any sum or  
sums within the limits of (amount of guarantee) as a foreside, without your needing to prove or to  
show grounds or reasons for your demand or the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the service provider before  
presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the contract to  
be performed there under or of any of the contract documents which may be made between you and  
the implementing agency shall in any way release us from any liability under this guarantee and we  
hereby waive notice of any such change, addition or modification.

This guarantee shall be valid up to 18 (eighteen) months from the date of signing of contract i.e. up  
to..... (Indicate date)

.....

(Signature with date of the authorized officer of the Bank)

.....

Name and designation of the officer

.....

Seal, name & address of the Bank and address of the Branch



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**Laitumkhrach, Shillong-793003, Ph-0364-2506460 Fax-0364-2504532**  
**Email: [nrlhmmegh@gmail.com](mailto:nrlhmmegh@gmail.com)**

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## Appendix - G

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### **DECLARATION BY BIDDER**

I / We ..... agree that we shall keep our price valid for a period of minimum one year from the date of approval. I / We will abide by all the terms & conditions set forth in the tender documents No. .... /

I / We do hereby declare I / We have not been de- recognized / black listed by any State Govt. / Union Territory / Govt. of India / Govt. Organisation / Govt. Health Institutions.

Signature of the bidder:

Date :

Name & Address of the Firm:

Affidavit before Executive Magistrate / Notary Public in Rs.100.00 stamp paper.



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Email: [nrhmmegh@gmail.com](mailto:nrhmmegh@gmail.com)

## Appendix - H

### DRAFT CONTRACT FORMAT

**CONTRACT FORM FOR SELECTION OF AUTHORISED AND EXPERIENCED  
AGENCY FOR PLANNING, EXECUTION & MONITORING OF  
COMMUNICATION PLAN FOR OUTDOOR, PRINT, ELECTRONIC AND SOCIAL  
MEDIA FOR COVID - 19 VACCINATION PROGRAM UNDER NHM,  
MEGHALAYA**

Mission Director, National Health Mission,  
Directorate of Health Services, Health Complex,  
Laitumkhrach, Shillong-793003, Meghalaya.

Contract No. \_\_\_\_\_ dated \_\_\_\_\_

**This is in continuation to this office's Notification for Award of contract No .....dated .**

Name& address of the implementing Agency: .....

Reference: (i) Request For Proposal No ..... Dated .....and subsequent Amendment No .....,  
dated ..... (if any), issued by the Tender Inviting Authority (ii) Selected Agency Tender No .....  
Dated .....and subsequent communication(s) No .....Dated ..... (if any), exchanged between the  
Selected Agency and the Authority in connection with this tender.

THIS AGREEMENT made the ..... Day of ..... 2020 between (name of tender inviting authority)  
(hereinafter called the Procurer) of one part and ..... (name of survey agency) (Hereinafter called  
the Selected Agency) of the other part:

WHEREAS the Procurer is desirous that certain services/work should be provided by the Selected  
Agency, viz, (brief description of services) and the Procurer has accepted a tender submitted by the  
Selected Agency for the Services/Work for the sum/Rupees per unit listed below (Contract price in  
words and figures) (Hereinafter called the Contract Price),

- 1.
- 2.
- 3.

NOW THIS AGREEMENT WITNESSETH AS FOLLOWS:

1. The following documents shall be deemed to form part of and be read and constructed as  
integral part of this Agreement, viz.:

- (i) Terms and Conditions;



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**Email: [nrhmmegh@gmail.com](mailto:nrhmmegh@gmail.com)**

- (ii) Location and Description of Services/Items;
  - (iii) Job Description/Scope of work;
  - (iv) Purchaser's Notification of Award.
  - (v) Any other Terms and Conditions as cited in the RFP document.
2. In consideration of the payments to be made by the Procurer the Selected Agency hereby covenants to provide the services/work for the specified items in conformity in all respects with the provisions of the Contract.
  3. The Procurer hereby covenants to pay the Selected Agency in consideration of the services/work, the Contract Price or such other sum as may become payable under the provisions of the Contract at the times and in the manner prescribed in the Contract.
  4. The bank guarantee valid till \_\_\_\_\_ [(fill the date)] for an amount of Rs. \_\_\_\_\_ [(fill amount)] equivalent to 5% (minimum) of the cost of the contract value] shall be furnished in the prescribed format given in the RFP document within a period of 15 (fifteen) days of issue of Notice for Award of Contract failing which the EMD shall be forfeited.
  5. Payment terms: The payment of services/work will be made against the bills raised to the Procurer by the Selected Agency after satisfactory completion of said work/services, duly certified by the designated official. The payment will be made in Indian Rupees.
  6. Paying authority: \_\_\_\_\_ (name of the Procurer i.e. Office, Authority)

Signature  
Received and accepted this contract  
Shri.....  
Designation.....  
For and on behalf of .....

Signature  
Jt. Secretary Health & FW Cum Mission Director, NHM  
For and on behalf of Department of Health  
And Family Welfare Government of  
Meghalaya, Shillong.

Witness: Signature  
Shri. .... Addl.DHS (MCH&FW) Cum Jt.Mission Director  
For and on behalf of ..... National Health Mission Government of  
..... Meghalaya, Shillong.

Date:: \_\_\_\_\_

Place: Meghalaya, Shillong.



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**Directorate of Health Services, Red Hill, Upper New Colony, Health Complex,**  
**Laitumkrah, Shillong-793003, Ph-0364-2506460 Fax-0364-2504532**  
**Email: [nrhmmegh@gmail.com](mailto:nrhmmegh@gmail.com)**

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## Format – I

**Approach and Methodology - including plan of action, design plan, executing plan, quality, timeline etc.**

\* Please attach a separate sheet for work plan if space is not enough



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## Format – J

### **Comments and Suggestions on the Scope of Work and Implementation Schedule**

(To be furnish by the implementing agency in case of any suggestion)





**OFFICE OF THE MISSION DIRECTOR  
NATIONAL HEALTH MISSION, MEGHALAYA  
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Laitumkhrab, Shillong-793003, Ph-0364-2506460 Fax-0364-2504532  
Email: [nrhmmegh@gmail.com](mailto:nrhmmegh@gmail.com)**

No. DHS/MCH&FW/NHM/COV19-Proc/17/2020/114 Dated Shillong the 27/January/2021

**REQUEST FOR PROPOSAL**

National Health Mission (NHM), Meghalaya is inviting Tender from the interested or the authorised and experienced firms for appointment of agency(s) 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 under NHM, Meghalaya. The details of scope of work, Terms and conditions, etc. can be downloaded from <http://nrhmmeghalaya.nic.in>.

Sale of Request For Proposal (RFP) Document: 29/January/2021  
Last date for submission of RFP Document: 19/February/2021 up to 01:00pm

Any changes or any further notifications in respect to the above Request For Proposal (RFP) Document shall be made available only at the above mentioned website. Hence respective bidders are advised to visit the website regularly for the above purpose.

For any query Contact: Procurement Officer  
Contact no: +917005662189

**Mission Director, NHM  
Meghalaya, Shillong.**