

No MBMA/PRIME-HUB (U-SHIL)/PEM/87/22/3-A

Dated: Shillong, the 12<sup>th</sup> Aug, 2024

EXPRESSION OF INTEREST

For

Empanelment of Firm/Agency/Proprietor/Vendor for providing Digital Marketing Services to the Incubated Startups under PRIME

UNDER

MEGHALAYA BASIN MANAGEMENT AGENCY

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## SECTION 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 Digital Marketing Service Providers/Firms/Agencies/Proprietors/vendors to indicate their Interest for empanelment with the Office of PRIME HUB, Shillong for support and assistance to the 52 incubated startups under the Incubation Program at PRIME Startups Hub, Meghalaya. 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](http://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](mailto:prime.urbanshillong.mbma@gmail.com)

#### **Background:**

PRIME Startup Hub, Meghalaya is a state-run initiative under the planning department which aims to promote and develop the entrepreneurial and startup ecosystem in the State of Meghalaya. Its vision is to make entrepreneurship a preferred career choice for the youth of the State through the creation of a dynamic and collaborative ecosystem that enables easy availability of credit, relevant technology, skilling and mentoring support and access to high leverage markets. MBMA in collaboration with MIE (Meghalaya Institute of Entrepreneurship) and IIMCIP (IIM Calcutta Innovation Park) is implementing the PRIME (Promotion and Incubation of Market Driven Enterprises) program in the State of Meghalaya.

#### **Coverage**

All districts where the incubated startups are present.

#### **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 providing Digital Marketing Services to be clearly mentioned with the rates on lot wise as below:

3 (a) Name and address of the office should be mentioned clearly for future communication.

3 (b) Services: Rates of services per/head or per/service are to be clearly mentioned.

3 (c) Travel Expense: Rates of travel expense per/head (i) Transportation (ii) Food (iii) Accommodation, etc. rates are to be clearly mentioned.

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

**Terms and Conditions:**

1. 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.
2. 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.
3. The contract period will be based on a continuous agreement. If changes to the terms and conditions are required, the revised rates/tariffs must be officially communicated in writing or via email to [prime.urbanshillong.mbma@gmail.com](mailto:prime.urbanshillong.mbma@gmail.com). Provisions for validity, after reviewing price escalation, shall be considered up to a maximum limit of 5% per annum to absorb the increase in input costs. The increase in rates/tariffs will be decided mutually. The activation of the escalation clause must be requested by the service provider/firms/agencies/proprietors/vendors, etc. However, once approved, the rates shall remain fixed for at least two years of the contract.
4. 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.
5. 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 Comparative Statement on cost standards and quality, the Committee will recommend the names of service providers, firms, agencies, proprietors, and vendors suitable for empanelment and awarding of the contract.
6. Two service providers, (one for Shillong Hub and one for Tura Hub) will be selected for awarding of contract with the Office of PRIME Hub, J.N. Sports Complex Polo, Shillong for providing Digital Marketing Services for a
7. Any amendment in the terms and conditions and Award of Contract will be uploaded on [www.mbda.gov.in](http://www.mbda.gov.in) for information of all Service Providers/Firms/Agencies/Proprietors/vendors.
8. All EOIs must be submitted by the deadline specified in the EOI invitation. Late submissions will not be accepted under any circumstances.

## **Qualification:**

### **A. Eligibility:**

- (a) Service providers shall not participate in more than one Proposal;
- (b) shall not have conflict of interest
- (c) shall not be blacklisted or suspended by State Government.
- (d) should be an adult citizen of India and should be a domicile resident of Meghalaya.
- (e) should have a minimum experience of 5years.
- (f) Agency background and experience in SEO, social media marketing and management, content marketing, email marketing, website creation, branding and positioning, photography and videography.
- (g) should provide two references or case studies from past or present work.
- (h) should have the necessary resources to handle the project efficiently.
- (i) Firms shall produce valid certificate of GST Registration Number and PAN Card, other documents like address proof or contact details for future reference.
- (j) 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.
- (k) Business activities are not suspended or debarred from any reason by the 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.

## **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 Quality and Cost Based Selection (QCBS) procedures. Both financial and technical aspects will be evaluated, 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 not 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.

### **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.

### **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.

**Empanelment:**

Agencies selected through this EOI process will be empaneled for a period of one year. Empaneled agencies will be eligible to participate in subsequent digital marketing projects as per the PRIME’s requirements. Empanelment does not guarantee any minimum level of business or exclusivity. The Company reserves the right to terminate the EOI process at any time without awarding a contract or empaneling any agency.

**Condition under which EOI is issued10. Last Date for Submission of EOI:**

Last date for submission of (EOI) for Empanelment with the Office of PRIME Hub, Shillong latest by **26<sup>th</sup> August, 2024 at 4:00 PM** and the Opening of Sealed envelope (EOI) will be on the same day at 4:30 PM.

Name : Smt. Isawanda Laloo, IAS

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

Annexure-A

FIRMS FORMAT

Sl. No.	Particulars	Description in Details	Remarks
3 (a)	Name of the Firms/Agencies/Proprietors/vendors		
3 (b)	Services Provided		
3 ©	Rates/service, per head or combo		
3 (d)	Rates of Travel Expense per district		
	Complete Contact Detailsof 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