



सत्यमेव जयते

**GOVERNMENT OF MEGHALAYA**  
**Meghalaya Institute of Entrepreneurship**  
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Dated: 20<sup>th</sup> November 2018

**Expression of Interest (EOI)**

In pursuance of Notification No. AGRI (E)9/2018/40 dated 5<sup>th</sup> November 2018, and on behalf of the Directorate of Food Processing (DFP), Government of Meghalaya, the Meghalaya Institute of Entrepreneurship (MIE), Government of Meghalaya, invites Expressions of Interest (EOI) from local agencies for empanelment as integrated advertising and digital agencies for Mission Jackfruit of the Directorate of Food Processing, Government of Meghalaya. Detailed terms and conditions may be downloaded from the website of the MIE at <http://www.mieshillong.org>. The last date of submission of responses to the EOI is 3<sup>rd</sup> December 2018.

EOI No: MIE 580/2017-18/4416  
Dated: 20<sup>th</sup> November 2018

Signature

Director

Meghalaya Institute of Entrepreneurship  
Govt of Meghalaya

**Expression of Interest (Eoi) for empanelment  
as Integrated Advertising & Digital agency for  
Mission Jackfruit, Directorate of Food  
Processing, Government of Meghalaya**

**MEGHALAYA INSTITUTE OF ENTREPRENEURSHIP (MIE)**

Government of Meghalaya

Shillong, Meghalaya

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## **Expression of Interest (Eoi) for Empanelment as Integrated Advertising & Digital Agency for Mission Jackfruit, Directorate of Food Processing, Government of Meghalaya**

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### **1. Background: Mission Jackfruit**

Jackfruit is one of the most abundant tree crops in the state but yet one of the most neglected. The crop is available in abundance in almost the entire state and almost all districts, yet every year tons of jackfruit fall to the ground and rots. A conservative estimate from Garo Hills alone pegs the wastage of Jackfruit at around 10.87 lakh metric ton valued at a staggering Rs 434 crores per season. Yet jackfruit is one of the most versatile fruit tree crops which has been hailed as a miracle food crop for its nutritional and health properties with every part of the tree having some utility or the other right from the fruits and seeds for value addition, fruit security and medicinal purposes, the leaves for animal fodder, the timber for furniture and construction and the roots for water conservation. In addition the tree is also an excellent candidate for incorporation into a climate change adaptation program due to its versatility and hardiness. In mainland markets tender or raw jackfruit is in high demand as a vegetarian meat substitute while the ripe fruit and seeds can be turned into a variety of value added by-products like squash, sweets, flour, cakes, chips, papad, noodles, etc. Recent advances in processing technology combined with the increasing awareness of customers about the health and nutritional benefits of jackfruit has sparked off demand and development of new products like Ready to cook tender jackfruit, dehydrated freeze/dried unripe jackfruit chips and jackfruit seed flour. In fact a conservative estimate by the jackfruit Consortium of Kerala puts the number of products that can be made from jackfruit at more than one hundred. With a view to leverage and make use of this tremendous and abundant natural resource, which is currently being wasted, a five year Jackfruit Mission has been launched with the following objectives:-

- a. To catalyze and promote sustainable rural and urban livelihoods through the processing and value addition of jackfruit by small scale and nano industries
- b. Creation of a value chain for jackfruit products and generating employment opportunities along the value chain for unemployed youth
- c. Addressing food security and nutritional issues of the state in the long run
- d. Protection and preservation of catchment areas through promotion of the widespread cultivation of jackfruit for its food, timber, health and soil amelioration benefits
- e. Providing an additional source of income for rural and urban families through the commercialization of processing and value addition
- f. Developing the markets for jackfruit and its value addition products through a focussed and professional go to market and field to fork strategy

The Mission aims to achieve the above through adoption of an implementation strategy of which one vertical is the creation of a Jackfruit Brand identity, brand building, offline and online advertising, social media collaterals / promotion / properties and influencer / digital marketing.

### **2. Scope of Work**

The empanelled agency shall render the following services:

- a. Creation of the Jackfruit Brand Image and identity
- b. Designing of advertisements in newspapers & Magazines
- c. Designing of folders/brochures/pamphlets/ newsletters
- d. Image building exercise, including corporate ad campaigns

- e. Designing and display in exhibitions/fairs/workshops and related work
- f. Hoardings & other outdoor designs
- g. Production of Jingles & Radio spots
- h. Digital promotion of all activities – including web advertising, creation of social media properties, local influencers
- i. Design of e-mailers, infographics, web videos
- j. Management of social media channels such as Facebook, Instagram and You tube – including a recommendation of strategy for social media

Note: Any printing activity undertaken will be paid on Government approved rates. Any payment made to newspapers/radio station/ TV stations for advertisements will be on reimbursable basis only.

### **3. Essential eligibility criteria**

#### **The advertising agency should fulfil the following criteria:**

1. Minimum 2 years of experience in advertising and digital activation
2. The agency should have a fully integrated team offering offline (advertising, design, branding, graphics) as well as digital strategy and activation capabilities (media buying online, social media management, digital video production, web design, analytics and reporting as well as influencer marketing)
3. The agency should be on the panel of at least 1 or more Government Agency/Society/Company.
4. The agency should have an office set-up in Shillong and at least two more offices in the country.
5. Minimum average turnover of the ad agency should be Rs. 75 lakhs, as per audited statement of accounts of 2016-17 and 2017-18 (with documentary proof)
6. Agency should not be involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this EoI for Empanelment and in the execution of agreement.

### **4. General Conditions**

1. The empanelment shall be for a period of 3 (three) years from the date of empanelment with provision for annual review.
2. Continuation of the services of the agencies shall depend upon satisfactory performance of the agency.
3. The agency shall not be paid for translation of advertisement material in English or Khasi or Garo or any other Indian language, if required.
4. The agency shall print Mission Jackfruit name and logo as per the approved masthead and the text in approved type font. Any deviation in this regard shall lead to suspension of business.
5. Mission Jackfruit reserves the right to discontinue the services of the agency at any time without assigning any reason whatsoever and only giving 30 days written Notice.
6. Concessions and offers granted by publications (if any) to be passed on to Mission Jackfruit.
7. Directorate of Food Processing, GoM, will have sole ownership of all the new IPR arising from Mission Jackfruit including the brand name, process flow, social media collateral /properties, websites etc.

## 5. Evaluation of the response to EOI

<b>Table A</b>			
S.No.	Technical Capacity criteria	Maximum Score (Total 100)	
1	Experience Above 1 year : 5 marks for every additional year completed up to maximum 10 marks for a period of 2 years	10	
2	Regarding Shillong office Shillong office with required infrastructure (5 marks) Number of personnel (Below 5 persons: 0 marks, above 5 persons – 5 marks) <ul style="list-style-type: none"> <li>▪ In-house Creative designer ( 5 marks)</li> <li>▪ In-house Copywriter (5 marks)</li> </ul>	20	
3	<ul style="list-style-type: none"> <li>▪ Having offices in one more place other than Shillong (5 marks)</li> <li>▪ Presence in panel of more than 1 Government Agency (5 marks)</li> <li>▪ Experience in social media (5 marks)</li> <li>▪ Experience in Multimedia/Corporate film production (5 marks)</li> <li>▪ Experience in making radio spots / radio ads (5 marks)</li> </ul>	25	
4	Average Turnover as per audited statement of accounts <b>2016-17 and 2017-18</b> (Rs 75 lakhs to Rs 90 lakhs: 5 marks, Above 1 crore: 10 marks)	10	
5	<b>Net Profit (last 2 years)</b> (Two years positive: 10 marks, One year positive: 5 marks)	10	
<b>(Total 75 Marks)</b>			
NB: All the above information should be duly supported by documentary evidences			
<b>Table B</b>			
<b>25</b>			
The shortlisted agency has to make presentation on the next day of the opening of the bid along with a strategic note on the project and presentation of creatives on the brand identity and extensions / recommendations on digital activation		25	

On technical evaluation of the parameters as indicated in Table A (Sl 1 to 5), the agencies scoring minimum 70% (52.5 marks & above) would be shortlisted.

The shortlisted agencies obtaining the highest total combined score in evaluation of technical capacity criteria and Presentation along with Brief write-up (Table A & Table B) will be ranked as H-1 followed by the bids securing lesser marks as H-2, H-3, etc. High scoring Bids up to three (number may be less than three but not exceeding three) shall be invited for empanelment and execution of agreement thereafter.

## 6. Letter of Award

On acceptance of Bid for awarding the contract, MIE on behalf of the will issue a Letter of Award “LOA” to the successful Respondents in writing that their bids have been accepted and such successful Respondents will have to sign a “Service and Confidentiality Agreement”. After signing of the Agreement, no variation in or modification of any of the terms of the Agreement shall be made except by written amendment signed by the parties. The empanelled firms will be allocated work as per requirements and would have to quote financial bids in accordance with the work allocated.

## 7. Discretion of Jackfruit Mission

- I. During technical evaluation of the Bids, Mission Jackfruit may, at its discretion, ask Respondents for clarification on their bid and visit their office premises at Shillong. The Respondents are required to respond within the time frame prescribed by Jackfruit Mission.
- II. Mission Jackfruit reserves the right to reject any or all the Bids for the proposed empanelment without assigning any reason whatsoever.
- III. Mission Jackfruit also reserves the right to reject any bid if at any time, a material misrepresentation is made or uncovered, or the agency/ firm/entity do not respond promptly and thoroughly to requests for supplemental information required for the evaluation of the bid.

## 8. Submission Details

- i. Eligible agencies are invited to send their bids in sealed envelopes super scribed with “**EOI for Empanelment of Integrated Advertising and Digital Agencies**”, so as to reach the address stated below **on or before 3<sup>rd</sup> December 2018** (by 15.00 Hrs). Bids will be opened on the same day in the presence of the respondents or their authorised representatives.
- ii. EOI submitted by telegram / fax / e-mail etc shall not be considered. No correspondence will be entertained on this matter

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Director

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Govt. of Meghalaya