

Government of Meghalaya
General Administration Department (B)

EXPRESSION OF INTEREST (EOI)
For Empanelment of Agencies for Printing and Digital IEC Campaign

Department	General Administration Department (B), Government of Meghalaya
EOI Reference No.	GAB.78.2017.256
Date of Issue	30 th June, 2026
Last Date and Time of Submission	21 st July 2026. 3:00 P.M
Mode of Submission	Offline – Physical submission at the address specified in Clause 11

List of Annexures

Annexure	Title	Purpose
I	Indicative Financial Information – Printing Component (Component A)	Non-binding indicative rates for printing items
II	Indicative Financial Information – Digital IEC Campaign Component (Component B)	Non-binding indicative rates for digital services
III	EOI Application Form	Structured application to be submitted by all applicants
IV	Format of Notarised Affidavit (Blacklisting / Debarment Declaration)	Prescribed affidavit text – mandatory for all applicants
V	Document Submission Checklist	Self-certification checklist to accompany the application
VI	Declaration for Operational Office in Meghalaya	Mandatory for Applicant
VII	Statement of Past Experience (Tabular Format)	Structured experience statement – component-wise

1. Notice Inviting Expression of Interest

The General Administration Department (B), Government of Meghalaya, invites Expressions of Interest (EOI) from eligible and experienced agencies/firms for empanelment for undertaking Information, Education and Communication (IEC) related activities. The empanelment shall cover two broad components:

- Component A – Printing, Production and Supply of IEC Materials
- Component B – Digital IEC and Social Media Awareness Campaign

The empanelment shall remain valid for a period of two (2) years from the date of issue of the empanelment order and may be extended for a further period as may be decided by the Department, subject to satisfactory performance, administrative requirement and applicable Government rules and procedures. Empanelment under this EOI shall not guarantee award of any specific work or assignment.

2. Objective

The primary objective of this EOI is to identify and empanel technically competent and experienced agencies capable of supporting the Department in the effective dissemination of IEC materials through conventional and digital media platforms. The empanelment covers two components:

- Component A – Printing, Production and Supply of IEC Materials: To identify and empanel capable agencies for the conceptualisation, design, printing, production, supply and delivery of IEC and publicity materials for Government awareness and outreach programmes, including Aadhaar and allied initiatives.
- Component B – Digital IEC and Social Media Awareness Campaign: To identify and empanel capable agencies for the design, development and execution of digital and social media awareness campaigns across online platforms, including content creation, digital advertisement management, campaign monitoring and performance reporting.

The empanelment is intended to facilitate timely execution of awareness campaigns, ensure wider outreach, and streamline future procurement through competitive Request for Quotation (RFQ), limited tender, or any other applicable procurement process among empanelled agencies, in accordance with applicable Government procurement norms.

3. Definitions and Interpretation

In this EOI, unless the context otherwise requires, the following terms shall have the meanings assigned to them below:

- (a) "**Department**" means the General Administration Department (B), Government of Meghalaya, and includes any officer duly authorised to act on its behalf for the purposes of this EOI.
- (b) "**EOI**" or "**Expression of Interest**" means this document, including all annexures, clarifications, amendments and corrigenda issued in connection herewith.
- (c) "**Applicant**" means any agency, firm, company, society, LLP, proprietorship, partnership or other recognised legal entity that submits an EOI application in response to this document.
- (d) "**Component**" means either Component A (Printing, Production and Supply of IEC Materials) or Component B (Digital IEC and Social Media Awareness Campaign), as described in Clause 4 of this EOI.
- (e) "**Similar Work – Component A**" means work involving the printing, production, supply, design, layout, packaging or delivery of IEC materials, publicity materials, awareness materials, outreach materials, communication materials or comparable printed materials, executed for any Central or State Government Department, PSU, statutory body, autonomous body, or reputed organisation.
- (f) "**Similar Work – Component B**" means work involving social media management, digital outreach campaigns, creative content development, video or multimedia content production, online campaign execution, digital advertisement management, influencer engagement, or campaign performance

monitoring and reporting, executed for any Central or State Government Department, PSU, statutory body, autonomous body, or reputed organisation.

- (g) **"Financial Year"** means the period from 1 April of a calendar year to 31 March of the following calendar year.
- (h) **"Average Annual Turnover"** means the arithmetic mean of the total annual financial turnover of the Applicant over the last three completed Financial Years, calculated as the aggregate turnover for the three Financial Years divided by three.
- (i) **"Empanelment"** means the formal inclusion of an Applicant in the approved panel of agencies maintained by the Department for the relevant Component, pursuant to this EOI process. Empanelment does not constitute an award of work, does not create any contractual obligation, and does not confer any right to claim work or payment from the Department.
- (j) **"Assignment"** means a specific piece of work, task or project directed to an empanelled agency by the Department through a Work Order, pursuant to a competitive RFQ or limited tender process.
- (k) **"Work Order"** means the formal written instrument issued by the Department to an empanelled agency, authorising the commencement of a specific Assignment and setting out its scope, specifications, deliverables, timelines and financial terms.
- (l) **"IEC Materials"** means Information, Education and Communication materials, including printed and digital content conceptualised, designed and produced for public awareness, outreach and education purposes in connection with Government schemes, programmes and initiatives.
- (m) **"RFQ"** means Request for Quotation, being the competitive procurement process through which the Department invites quotations from empanelled agencies for specific Assignments.
- (n) **"Authorised Signatory"** means the person duly authorised by the Applicant agency or firm, through a board resolution, power of attorney or authorisation letter, to sign and submit the EOI application and to act on behalf of the agency or firm in all matters connected with this EOI.

Words in the singular include the plural and vice versa. Headings are for convenience only and shall not affect the interpretation of this EOI. References to a Clause or Annexure are to the relevant clause or annexure of this EOI unless otherwise stated.

4. Scope of Work

The empanelled agencies may be required to undertake activities relating to awareness, outreach, publicity, dissemination and promotion of Aadhaar and other Government schemes, programmes, initiatives or public awareness campaigns assigned by the Department from time to time through IEC activities.

Component A – Printing, Production and Supply of IEC Materials

Under the Printing Component, empanelled agencies may be required to conceptualise, design, print, produce and supply various IEC and publicity materials as may be specified by the Department from time to time. The materials may include, but shall not be limited to:

- Posters, pamphlets, leaflets, booklets and brochures
- Banners, flex materials, standees, stickers, backdrops and hoardings
- Information boards and other awareness and publicity materials related to Aadhaar and allied Government initiatives

The scope of work may also include translation support (wherever required), content layout and formatting, packaging, transportation and delivery of materials to designated locations across the State within stipulated timelines. All printed materials shall be subject to prior written approval by the Department or authorised officer before printing and distribution.

Component B – Digital IEC and Social Media Awareness Campaign

Under the Digital IEC Campaign Component, empanelled agencies may be required to conceptualise, design, develop and execute digital and social media awareness campaigns for Aadhaar and other Government awareness initiatives across various online and digital platforms. The scope may include:

- Creation of static creatives, infographics, motion graphics, short videos and reels
- Awareness messages, campaign content and social media posts
- Digital advertisement boosting, audience targeting and digital advertisement management
- Campaign dissemination, monitoring of campaign performance, and submission of periodic analytical reports on reach, engagement, impressions and other relevant metrics
- Campaign strategy inputs and development of content aligned with Government communication objectives
- Influencer engagement, where required, in compliance with applicable disclosure and advertising regulations

All digital content, creatives, campaign materials, influencer content and digital advertisements shall be published or disseminated only after prior written approval of the Department or authorised officer. Agencies shall maintain complete campaign data, analytics reports and performance records and shall submit the same to the Department on request or as specified in the respective Work Order. All IEC materials and data created under any Assignment shall be the exclusive property of the Department.

Component-wise Application and Empanelment

Applicants may apply for Component A (Printing), Component B (Digital IEC Campaign), or both. Evaluation and empanelment shall be carried out separately for each component. Applicants shall clearly indicate in the Application Form (Annexure III) the component(s) for which they are applying.

5. Eligibility Criteria

In order to be considered for empanelment, applicants must meet the following minimum eligibility criteria:

- Legal Registration:** The applicant must be a legally registered agency, firm, company, society, LLP, proprietorship, partnership, or other recognised legal entity under the applicable laws of India. Copies of registration documents, including registered address and principal place of business, shall be submitted.
- PAN and GST Registration:** The applicant must possess a valid Permanent Account Number (PAN) and, wherever applicable, a valid Goods and Services Tax (GST) registration.
- Financial Turnover:** The minimum average annual financial turnover of the applicant during the last two completed financial years, ending on 31 March of the immediately preceding financial year, shall not be less than Rs. 4 lakh (Rupees four Lakh). Documentary evidence shall be submitted in the form of certified audited balance sheets for the relevant period or a certificate from a practising Chartered Accountant or Cost Accountant indicating the annual turnover for each of the three financial years.
- Minimum Experience:** The applicant must have been operational for a minimum of two (2) years in the relevant field as of the last date of submission of the EOI application.
- Experience for Component A – Printing:** For applicants applying under Component A, the applicant must have executed similar works during at least two (2) financial years preceding the EOI submission date. Similar work shall include printing, production, supply, design, layout, packaging or delivery of IEC materials, publicity materials, awareness materials, outreach or communication materials, or comparable printed materials. Documentary proof such as work orders, purchase orders, completion certificates, client certificates or contracts shall be submitted.
- Experience for Component B – Digital IEC Campaign:** For applicants applying under Component B, the applicant must have executed similar digital communication or campaign work during at least two (2) financial years preceding the EOI submission date. Similar work shall include social media management, digital outreach campaigns, creative content development, video or multimedia content production, online campaign execution, digital advertisement management, influencer engagement, or campaign performance monitoring and reporting. Documentary proof such as work orders, contracts, completion certificates, campaign screenshots or invoices shall be submitted.

- (g) **Operational Presence in Meghalaya:** The applicant should have an office or functional operational presence in Meghalaya and shall submit a written declaration in the format prescribed at Annexure VI.
- (h) **Trading License (wherever applicable):** Non-tribal applicants and tribal applicants not belonging to the State of Meghalaya shall furnish a valid Trading License issued by the competent District Council authority, wherever applicable under the laws in force.
- (i) **Blacklisting / Debarment Declaration:** The applicant should not have been blacklisted, debarred, or declared ineligible by the Government of Meghalaya, the Government of India, any State Government, PSU, statutory body, or public authority during the last three (3) years as on the last date of submission. A notarised affidavit in the format prescribed at Annexure IV shall be submitted.
- (j) **Adequate Resources for Component B:** Agencies applying under Component B should possess adequate creative, technical and operational resources for content development, campaign execution, digital advertisement management, monitoring and reporting.

6. Indicative Financial Information

Applicants may submit indicative cost details relating to printing works and/or digital campaign activities for the purpose of enabling the Department to assess prevailing market rates and prepare budgetary estimates. Such indicative rates shall be strictly non-binding in nature and shall not confer any right or obligation upon either party in relation to the award of work.

The final rates for any specific assignment shall be determined separately through a competitive procurement process such as RFQ, limited tender, or any other method as per applicable Government procurement rules and procedures. The format for submitting indicative financial information is provided at Annexure I (Printing Component) and Annexure II (Digital IEC Campaign Component).

7. Documents to be Submitted

Interested agencies shall submit the EOI Application Form (Annexure III) along with the following supporting documents. Applicants shall also submit a completed Document Submission Checklist (Annexure V) on top of the application envelope.

- (a) Completed EOI Application Form as per Annexure III.
- (b) Copies of firm/agency registration documents, including place of registration and principal business location.
- (c) Copy of valid PAN Card.
- (d) Copy of valid GST Registration Certificate, wherever applicable.
- (e) Notarised affidavit in the prescribed format at Annexure IV, on Rs. 20/- non-judicial stamp paper, declaring that the applicant is not under any declaration of ineligibility, blacklisting, debarment, or disqualification by any Government, PSU, statutory body, or public authority.
- (f) Documentary evidence of the minimum average annual financial turnover in the form of certified audited balance sheets for the last two financial years or a certificate from a practising Chartered Accountant/Cost Accountant indicating the annual turnover for each year.
- (g) Statement of Past Experience in the format prescribed at Annexure VII, along with supporting documents including work orders, contracts, completion certificates, client certificates, purchase orders, invoices or other documentary evidence for similar works executed during at least two (2) financial years, component-wise.
- (h) Proof of office or functional operational presence in Meghalaya as per Annexure-VI
- (i) Valid Trading License from the competent District Council authority, wherever applicable under law.
- (j) Authorisation letter or board resolution/power of attorney in favour of the authorised signatory, wherever applicable.

- (k) For Component A (Printing): Sample printed IEC materials or portfolio and indicative financial information as per Annexure I.
- (l) For Component B (Digital IEC Campaign): Portfolio or samples of previous digital campaigns executed, along with indicative financial information as per Annexure II.
- (m) Completed Document Submission Checklist as per Annexure V (also to be placed on top of the application envelope).
- (n) Any other document as may be required by the Department for assessment of eligibility or technical capability.

Note: All documents shall be duly self-attested and signed by the authorised signatory of the agency/firm. The Department reserves the right to seek original documents or additional certified copies for verification at any stage of the EOI process or during the empanelment period.

8. Evaluation Process

The EOI applications received shall be evaluated on a component-wise basis, as follows:

- (a) **Stage I – Completeness Check:** Applications shall first be checked for completeness, including the Application Form (Annexure III), the Document Submission Checklist (Annexure V), and all supporting documents required under Clause 7.
- (b) **Stage II – Eligibility Screening:** Applications passing Stage I shall be assessed against the minimum eligibility criteria specified in Clause 5. This shall be a pass/fail evaluation. Applications not meeting the minimum eligibility requirements shall not be considered for empanelment.
- (c) **Stage III – Technical Assessment:** Eligible applications shall be assessed for technical capability, quality and relevance of past experience (as stated in Annexure VII), sample works or portfolios submitted, operational readiness, local coordination capability and overall suitability for the relevant component. The Department may seek clarification or additional documents from applicants, if required.
- (d) **Component-wise Empanelment:** The Department may empanel multiple agencies for each component. The number of agencies to be empanelled shall be at the sole discretion of the Department.

The decision of the Department in relation to eligibility, evaluation, empanelment and overall suitability shall be final and binding on all applicants.

9. Empanelment and Procurement Process

- (a) **No Guarantee of Work:** Empanelment shall not guarantee award of any work, assignment, contract or payment to the empanelled agency. The Department shall not be liable for any claim arising from mere empanelment.
- (b) **Future Procurement:** For specific requirements arising from time to time, the Department may invite quotations or proposals from empanelled agencies through competitive RFQ, limited tender, or any other applicable procurement method based on detailed specifications, requirements, quantities and timelines.
- (c) **Award of Work:** Work shall be awarded on the basis of competitive rates, technical suitability and compliance with prescribed technical and financial criteria, in accordance with applicable Government procurement norms.
- (d) **Validity of Empanelment:** The empanelment shall remain valid for two (2) years from the date of issue of the empanelment order, unless extended or terminated earlier.
- (e) **Extension of Empanelment:** The Department may, at its discretion, extend the empanelment period for such further period and on such terms as may be considered appropriate, subject to satisfactory performance and administrative requirements.

- (f) **Termination or Removal from Empanelment:** The Department reserves the right to remove, delist or terminate the empanelment of any agency at any time in the event of: unsatisfactory performance; submission of false or forged documents; misrepresentation; blacklisting or debarment by any Government authority; non-compliance with applicable laws or Government guidelines; or any other reason considered sufficient by the Department. Such termination shall not entitle the agency to any compensation or claim.

10. General Terms and Conditions

- (a) **Right to Accept or Reject:** The Department reserves the right to accept or reject any or all EOI applications, in whole or in part, without assigning any reason thereof, and without incurring any liability to any applicant.
- (b) **Right to Modify or Cancel:** The Department may modify, amend, cancel, withdraw, or reissue the EOI process or any part thereof at any stage without incurring any liability.
- (c) **No Contractual Obligation:** Submission of EOI shall not create any contractual obligation or legal right between the Department and the applicant. No expenses incurred by the applicant in preparation or submission of the EOI shall be reimbursed by the Department.
- (d) **Clarifications and Corrigenda:** The Department may issue clarifications, amendments or corrigenda to this EOI, if required. All such clarifications, amendments or corrigenda shall be published through the same channel as the original EOI and shall form an integral part of this EOI document.
- (e) **Right to Verify Documents:** The Department reserves the right to verify all documents, credentials, work orders, completion certificates, declarations and other information submitted by applicants at any stage of the EOI process or empanelment period.
- (f) **False Declaration and Misrepresentation:** Any false declaration, submission of forged or fabricated documents, suppression of material facts, or misrepresentation of any kind shall lead to disqualification of the EOI application, rejection or cancellation of empanelment, and may result in further legal action under applicable law.
- (g) **Prior Approval of Content:** All IEC content, designs, creatives, campaign materials, influencer content and digital advertisements shall be published or disseminated only after prior written approval of the Department or the authorised officer designated for the purpose.
- (h) **Compliance with Laws and Guidelines:** Agencies shall ensure compliance with applicable laws, Government communication guidelines, platform policies, advertising norms and disclosure requirements at all times. Any Aadhaar-related communication shall comply with applicable UIDAI guidelines, Government of India instructions and State Government guidelines in force. Agencies shall not collect, process, store or disclose personal Aadhaar data unless expressly authorised in writing and in accordance with applicable law.
- (i) **Influencer Engagement Compliance:** Where influencer engagement is undertaken, the empanelled agency shall ensure compliance with applicable disclosure requirements issued by the Advertising Standards Council of India (ASCI) or any other applicable regulatory authority. All sponsored content shall be clearly disclosed. The agency shall be solely responsible for compliance with influencer disclosure requirements.
- (j) **Data, Reports and Analytics:** Agencies shall maintain complete records of all campaign data, analytical reports, performance metrics, content created, platforms used, and reach and engagement data. All such records shall be submitted to the Department on request or as specified in the respective Work Order. All campaign data and IEC materials shall be the exclusive property of the Department.
- (k) **Confidentiality:** Agencies shall maintain confidentiality of all information, data, documents and materials shared by the Department in connection with any assignment and shall not disclose such information to any third party without prior written consent of the Department.
- (l) **Authorised Signatory:** All documents submitted by the applicant shall be duly signed and stamped by the authorised signatory of the agency/firm.

11. Submission Details

The completed EOI application, with all supporting documents and the Document Submission Checklist (Annexure V) placed on top, shall be submitted in a sealed envelope on or before the last date and time specified in the reference table on the cover page, through offline mode, to the following address:

Deputy Secretary to the Govt. of Meghalaya
General Administration Department (B)
 Room No. 228, 1st Floor
 Rilang Building, Meghalaya Secretariat
 Shillong – 793001, Meghalaya

Envelope Superscription: The sealed envelope shall be superscribed: "EOI for Empanelment of Agencies for Printing and Digital IEC Campaign"

Note: Late submissions or incomplete applications may be rejected without further notice. The Department shall not be responsible for any postal or courier delay.

12. Contact Details

For any clarification relating to this EOI, interested agencies may contact:

Name	Shri Budbor S. Nongsiej
Designation	Technical Manager
Department	General Administration Department (B)
Contact No. & email	9362317475, gadb-meg@gov.in
Address	Room No. 228, 1st Floor, Rilang Building, Meghalaya Secretariat, Shillong – 793001

Queries, if any, shall be submitted in writing. Verbal queries shall not be entertained.

ANNEXURE I

Indicative Financial Information – Printing Component (Component A)

(Non-Binding) – The financial information furnished below is indicative only and is intended solely for assessment under the EOI process. It shall not constitute a financial bid or quotation. Actual rates shall be determined separately through the applicable competitive procurement process.

1. Agency Details

Particulars	Details
Name of Agency/Firm	
Address of Registered Office	
Contact Person	
Mobile No. and Email ID	
GSTIN	
Component Applied For	Component A (Printing) / Component B (Digital IEC) / Both

2. Indicative Financial Information

Sl.	Item / Material	Specification	Unit	Indicative Rate (Rs.)
1	A3 Poster	Size: A3 (420×297 mm); Paper: 170 GSM art paper or as specified; Printing: full colour, both sides	Per piece	
2	A4 Pamphlet / Leaflet	Size: A4 (210×297 mm); Paper: 100 GSM or 170 GSM as specified; Printing: full colour	Per piece	
3	A5 Booklet / Brochure	Size: A5 (148×210 mm); Paper: 100 GSM inside, 170 GSM cover; Binding: saddle-stitch; Printing: full colour	Per copy (specify pages)	
4	Flex Banner	Standard quality flex; full colour printing; size as specified	Per sq. ft.	
5	Standee	Retractable; size as specified;	Per piece	

		full colour; with stand and bag		
6	Sticker	Size and material as specified; full colour; waterproof/outdoor quality where specified	Per piece	
7	Backdrop / Hoarding	PVC or suitable material; full colour; size as specified	Per sq. ft.	
8	Design / Layout Service	Artwork for poster, pamphlet, banner, brochure, standee, backdrop, hoarding or other IEC material; includes pre-press	Per design	
9	Translation Support	Content translation into required language(s) for IEC material	Per page / as applicable	
10	Delivery / Transportation	Packaging, transport and delivery to designated locations in Meghalaya	Per consignment	
11	Any Other Item	To be specified by applicant, if any	As applicable	

Note: Rates are indicative and non-binding. GST and other applicable taxes shall be quoted separately at the time of submission of actual quotation.

Signature of Authorised Signatory: _____

Name: _____

Designation: _____

Name of Agency/Firm: _____

Seal of Agency/Firm: _____

Date: _____

Place: _____

ANNEXURE II

Indicative Financial Information – Digital IEC Campaign Component (Component B)

(Non-Binding) – The financial information furnished below is indicative only and is intended solely for assessment under the EOI process. It shall not constitute a financial bid or quotation. Actual rates shall be determined separately through the applicable competitive procurement process.

1. Agency Details

Particulars	Details
Name of Agency/Firm	
Address of Registered Office	
Contact Person	
Mobile No. and Email ID	
GSTIN	
Component Applied For	Component A (Printing) / Component B (Digital IEC) / Both

2. Indicative Financial Information

Sl.	Description of Service	Unit	Indicative Rate (Rs.)
1	Creative Design and Content Development (static creatives, infographics, social media posts, awareness messages)	Per assignment / per creative	
2	Video / Multimedia Content Development (short videos, reels, motion graphics, explainer videos)	Per assignment / per video	
3	Social Media Account Management (posting, scheduling, community management)	Per month / per platform	
4	Digital Advertisement Campaign Management (boosting, audience targeting, ad spend management)	Per campaign / % of ad spend	
5	Influencer Engagement (identification, briefing, coordination, compliance, reporting)	Per assignment / per influencer	
6	Campaign Monitoring and Analytics Reporting (reach, engagement, impressions, performance metrics)	Per report / per campaign	

7	Campaign Strategy and Planning (campaign brief, content calendar, platform strategy)	Per assignment	
8	Any Other Service / Component (to be specified by applicant)	As applicable	

Note: Rates are indicative and non-binding. Rates for digital advertisement campaign management are exclusive of the actual ad spend amount. GST and other applicable taxes shall be quoted separately at the time of submission of actual quotation.

Signature of Authorised Signatory: _____
Name: _____
Designation: _____
Name of Agency/Firm: _____
Seal of Agency/Firm: _____
Date: _____
Place: _____

ANNEXURE III

EOI Application Form

To: The Deputy Secretary to the Govt. of Meghalaya, General Administration Department (B) Room No. 228, 1st Floor, Rilang Building, Meghalaya Secretariat Shillong – 793001

Sir/Madam,

We, the undersigned, hereby submit our Expression of Interest for empanelment under the above EOI (Ref: _____, dated _____) for the following component(s):

	Component	Tick if Applying
A	Printing, Production and Supply of IEC Materials	
B	Digital IEC and Social Media Awareness Campaign	

Section 1: Applicant Details

1. Name of Agency/Firm	
2. Type of Legal Entity (Proprietorship / Partnership / LLP / Private Ltd / Public Ltd / Society / Other)	
3. Date and Place of Registration	
4. Registration Number	
5. Registered under (Act/Law)	
6. Address of Registered Office	
7. Address of Operational Office in Meghalaya (if any)	
8. Name of Authorised Signatory	
9. Designation of Authorised Signatory	
10. Contact Mobile Number	
11. Email Address	

12. PAN	
13. GSTIN	
14. Years of Operation in Relevant Field	

Section 2: Brief Experience Summary

(Provide a brief summary of relevant experience. Detailed experience shall be furnished in Annexure VII.)

Particulars	Details
No. of years in relevant field	
No. of similar assignments completed (Component A, if applying)	
No. of similar assignments completed (Component B, if applying)	
Name of two key clients (Government/PSU, if any)	

Section 3: Declaration by Authorised Signatory

I/We hereby declare that:

- All information furnished in this Application Form and in the supporting documents is true, correct and complete to the best of my/our knowledge and belief.
- I/We have read and understood the EOI document and accept all the terms and conditions stated therein.
- I/We understand that empanelment does not guarantee award of any work or payment.
- I/We understand that the Department reserves the right to verify all documents and to reject, cancel or terminate empanelment at any stage.
- No agent, broker or intermediary has been engaged to submit this application or to obtain empanelment.

Signature of Authorised Signatory: _____

Name: _____

Designation: _____

Name of Agency/Firm: _____

Seal of Agency/Firm: _____

Date: _____

ANNEXURE IV

Format of Notarised Affidavit – Blacklisting / Debarment Declaration

(To be submitted on Rs. 20/- Non-Judicial Stamp Paper, duly notarised before a Notary Public / Oath Commissioner)

AFFIDAVIT

I, _____, son/daughter/wife of _____, aged _____ years, presently residing at _____,

_____ , designated as _____ of M/s _____, a [proprietorship firm / partnership firm / limited liability partnership / private limited company / public limited company / society / other — strike out whichever is not applicable], registered under _____ with Registration No. _____, having its registered office at _____

_____, do hereby solemnly affirm and declare on oath as follows:

1. That I am the duly authorised signatory of M/s _____ and am competent to make this affidavit on behalf of the said firm/company/organisation.
2. That M/s _____ has not been blacklisted, debarred, suspended, or declared ineligible by the Government of Meghalaya, the Government of India, any State Government, any Public Sector Undertaking, any statutory body, any autonomous body, or any other public authority, for corrupt or fraudulent practices or for any other cause, as on the date of this affidavit.
3. That no proceedings for blacklisting, debarment, suspension, or declaration of ineligibility against M/s _____ are currently pending before any Government department, PSU, statutory body, or public authority as on the date of this affidavit.
4. That M/s _____ is not under winding-up, insolvency, liquidation, dissolution, or any similar proceedings under any applicable law as on the date of this affidavit.
5. That all information, documents, and declarations submitted along with the Expression of Interest (EOI) application for Empanelment of Agencies for Printing and Digital IEC Campaign by the General Administration Department (B), Government of Meghalaya, are true, correct and complete to the best of my knowledge and belief, and no material information has been suppressed or misrepresented.
6. I understand and acknowledge that any false declaration, submission of forged or fabricated documents, suppression of material facts, or misrepresentation of any kind shall result in immediate disqualification of the EOI application, cancellation of empanelment (if granted), and may render me and/or the firm liable for further action under applicable law, including but not limited to criminal prosecution.

DEPONENT

Name of Deponent	
Designation	

Name of Firm/Agency	
Date of Affidavit	
Place	
Signature	

VERIFICATION

Verified at _____ on _____ that the contents of this affidavit are true and correct to the best of my knowledge and belief and nothing material has been concealed therefrom.

DEPONENT (Signature with date and seal)

For Notary Public / Oath Commissioner

Notarised before me on _____ at _____.

Signature: _____ Stamp / Seal:

Registration No. of Notary: _____

ANNEXURE V

Document Submission Checklist

(To be completed and signed by the applicant. This checklist shall be placed on top of the sealed envelope.)

Sl.	Document Required	Clause Ref.	Enclosed (Y/N)	Page No.
1	EOI Application Form (Annexure III)	7(a)		
2	Firm/Agency registration documents (including address and principal place of business)	7(b)		
3	Copy of valid PAN Card	7(c)		
4	Copy of valid GST Registration Certificate (wherever applicable)	7(d)		
5	Notarised Affidavit on Rs. 20/- non-judicial stamp paper (Annexure IV)	7(e)		
6	Turnover evidence: Certified audited balance sheets / CA/Cost Accountant certificate for last 3 financial years	7(f)		
7	Statement of Past Experience (Annexure VII) with supporting documents (work orders, completion certificates, invoices, etc.) – component-wise	7(g)		
8	Proof of office/operational presence in Meghalaya (Annexure VI)	7(h)		
9	Valid Trading License from District Council authority (wherever applicable under law)	7(i)		
10	Authorisation letter/Board resolution/Power of attorney in favour of authorised signatory	7(j)		
11	Component A ONLY: Sample printed IEC materials / portfolio + Indicative Financial Information (Annexure I)	7(k)		
12	Component B ONLY: Portfolio / samples of previous digital campaigns + Indicative Financial Information (Annexure II)	7(l)		
13	Completed Document Submission Checklist (Annexure V) – signed and dated	7(m)		
14	Any other document as required	7(n)		

Declaration: I/We hereby certify that all documents listed above as 'Enclosed' have been included in the EOI application and are true, genuine and complete. I/We understand that any false declaration or omission may lead to disqualification of the application.

Signature of Authorised Signatory: _____

Name: _____

Designation: _____

Name of Agency/Firm: _____

Seal of Agency/Firm: _____

Date: _____

Place: _____

ANNEXURE VI

Declaration of Local Presence in Meghalaya

(To be submitted only by applicants who do not currently have an office or operational presence in Meghalaya)

To,
Deputy Secretary,
General Administration Department (B),
Government of Meghalaya,
Room No. 228, 1st Floor, Rilang Building, Meghalaya Secretariat, Shillong – 793001.

Declaration for Operational Office in Meghalaya

I/We, _____, [Designation] of M/s
_____, having its registered office at

_____ ,
hereby declare that the firm has an operational office/representative office/coordination arrangement in the State of Meghalaya for the purpose of coordination, communication, and execution of works related to the assignments issued by the General Administration Department (B), Government of Meghalaya.

The details of the office/representative office/coordination arrangement are as follows:

- Address: _____
- Contact Person: _____
- Mobile No.: _____
- Email ID: _____

I/We further declare that the information furnished above is true and correct to the best of my/our knowledge and belief.

Signature of Authorised Signatory: _____

Name: _____

Designation: _____

Name of Agency/Firm: _____

Seal of Agency/Firm: _____

Date: _____

Place: _____

ANNEXURE VII

Statement of Past Experience (Tabular Format)

(To be submitted by all applicants. Fill separately for each component applied for. Attach supporting documents for each entry — work orders, purchase orders, completion certificates, client certificates, invoices or contracts.)

Part A: Experience – Component A (Printing, Production and Supply of IEC Materials)

(Fill only if applying for Component A. If not applicable, write 'Not Applicable'.)

Sl.	Client Name and Address	Nature / Description of Work	Work Order / Contract No.	Period (From–To)	Approx. Value (Rs.)	Status	Doc. Ref.
1						Completed / Ongoing	
2						Completed / Ongoing	
3						Completed / Ongoing	
4						Completed / Ongoing	
5						Completed / Ongoing	

Note: 'Doc. Ref.' refers to the serial number or label of the supporting document enclosed with this application. Additional rows may be added if required.

Part B: Experience – Component B (Digital IEC and Social Media Awareness Campaign)

(Fill only if applying for Component B. If not applicable, write 'Not Applicable'.)

Sl.	Client Name and Address	Nature / Description of Digital Campaign / Work	Work Order / Contract No.	Period (From–To)	Approx. Value (Rs.)	Status	Doc. Ref.
1						Completed / Ongoing	
2						Completed / Ongoing	

3						Completed / Ongoing	
4						Completed / Ongoing	
5						Completed / Ongoing	

Note: 'Doc. Ref.' refers to the serial number or label of the supporting document enclosed with this application. Additional rows may be added if required.

Declaration: I/We hereby certify that all information furnished in this Statement of Past Experience is true, correct and complete to the best of my/our knowledge and belief. I/We understand that any false declaration or misrepresentation may lead to disqualification of the EOI application and/or cancellation of empanelment.

Signature of Authorised Signatory: _____
Name: _____
Designation: _____
Name of Agency/Firm: _____
Seal of Agency/Firm: _____
Date: _____
Place: _____