PLN/MBMA/25175/2026/NF/1118 **Dated: 12th August 2026**

EXPRESSION OF INTEREST (EOI)

For

Empanelment of Firm/Agency/Proprietor for Providing

Market Access, Investment Facilitation & Strategic Mentorship Support to Startups and Entrepreneurs under PRIME

No: PLN/MBMA/25175/2026/NF/1118

Dated: Shillong, 12th August 2026

UNDER

MEGHALAYA BASIN MANAGEMENT AGENCY

TABLE OF CONTENTS

1. Important Dates
2. Invitation for Expression of Interest
3. Background
4. Objectives of the EOI
5. Scope of Work
6. Implementation Framework
7. Startup Engagement Workflow
8. Key Deliverables
9. Key Performance Indicators (KPIs)
10. Pre-Qualification Criteria (Mandatory Eligibility)
11. TEAM STRUCTURE AND KEY EXPERTS
12. DURATION OF EMPANELMENT
13. Reporting and Monitoring
14. Proposal Submission Guidelines & Evaluation Methods
15. Submission Process
16. Opening of Proposals & Evaluation Method
17. Evaluation Methodology
18. Confidentiality
19. Conflict of Interest
20. Execution Of Agreement
21. Rights of the Authority
22. Dispute Settlement Clause

1. IMPORTANT DATES

Activity	**Date**
Issue of EOI	**12th August 2026**
Last date & Time of Receipt of Queries	**Date: 20th August 2026** **Time: 03:00 PM** **Email id: prime.urbanshillong.mbma@gmail.com**
Pre-submission meeting	**Hybrid:** **Online:** **: https://meet.google.com/zdn-kzif-efe** **Date: 21st August 2026** **Time: 03:00 PM** **Venue- PRIME START UP HUB SHILLONG – Meghalaya Transport**

	Building ,4th Floor , Police Bazaar , Shillong
Last Date & time of Submission of proposal	**Date: 28th August 2026** **Time: 03:00 PM**
Opening of Technical Proposals	**Date & time:** **Date: 28th August 2026** **Time: 03:30 PM**
Opening of Financial Proposals	**To be notified to the qualified technical bidders**
Website for downloading the EoI	**www.mbda.gov.in**
Mode of pre- submission meeting	**Offline** **Address PRIME START UP HUB SHILLONG – Meghalaya Transport Building ,4th Floor , Police Bazaar , Shillong** **Online : https://meet.google.com/zdn-kzif-efe**
Place of opening the proposal	**Address: PRIME START UP HUB SHILLONG – Meghalaya Transport Building ,4th Floor , Police Bazaar , Shillong**
Officer inviting the EoI	**Smt Saloni Verma, IAS** **ED,MBMA, PRIME**

2. INVITATION FOR EXPRESSION OF INTEREST

- PRIME START UP HUB SHILLONG – Meghalaya Transport Building, 4th Floor , Police Bazaar
Shillong – 793001
Meghalaya Basin Management Agency

PRIME Startup Hub, Shillong under the Meghalaya Basin Management Agency (MBMA) invites **sealed Expressions of Interest (EOI)** from eligible firms, agencies, consulting organizations, and individual proprietors for empanelment to provide professional services related to **market access facilitation, investment facilitation, and strategic mentorship support** to startups and entrepreneurs supported under the PRIME Meghalaya initiative.

The empanelled firms will assist PRIME-supported enterprises in strengthening their business operations, accessing structured markets, building partnerships, and connecting with potential investors.

Interested applicants meeting the eligibility criteria are invited to submit their proposals in accordance with the requirements outlined in this EOI document.

The EOI document containing details of qualification criteria, submission requirements, scope of services and evaluation criteria can be downloaded from **www.mbda.gov.in** & www.primemeghalaya.com.

Further details, if any, may be obtained by sending email to:
prime.urbanshillong.mbma@gmail.com or info@primemeghalaya.com

VENUE AND DEADLINE FOR SUBMISSION

A. The sealed envelope shall be submitted to:

The Executive Director
Meghalaya Basin Management Agency
PRIME START UP HUB SHILLONG – Meghalaya Transport Building ,4th Floor , Police Bazaar ,
Shillong – 793001

The proposal should clearly mention:

(a) Name and address of the firm

(b) Services offered under the following:

- Market access facilitation (buyer connect, distribution, retail onboarding, B2B linkages, institutional market access, e-commerce onboarding)
- Investment facilitation (investor connect, pitch readiness, due diligence preparedness, fundraising advisory)

- Strategic mentorship for scale (go-to-market strategy, revenue scale-up, pricing, compliance, capital strategy)

  (c) Professional fee / success-based fee / service rates (where applicable)

  (d) Travel and associated costs (if any)

B. TERMS AND CONDITIONS

- PRIME HUB reserves the right to accept or reject any EOI without assigning any reason.
- The initial contract period will be based for a period of 1 (one) year. However further extension beyond 1 year depends upon the requirement of the procuring entity and performance of the agency.
- Any revision in professional fees shall be communicated in writing and mutually agreed upon.
- The submitted credentials will be verified by the Evaluation Committee.
- Empanelment does not guarantee a minimum volume of work.
- The authority reserves the right to withdraw the engagement at any stage in the interest of the program by serving 1 month notice period. However, the same notice period shall be applicable in the event that the consultant/agency intends to withdraw.
- All amendments will be uploaded on **www.mbda.gov.in** & www.primemeghalaya.com

3. BACKGROUND

The PRIME Meghalaya Initiative is a flagship programme aimed at promoting entrepreneurship and enabling sustainable enterprise development across the State.

The initiative focuses on supporting startups and entrepreneurs through various interventions such as:

- Mentoring support
- Enterprise capacity-building programmes
- Access to finance and funding support
- Market connects, linkages and ecosystem partnerships
- Policy and institutional support for entrepreneurship

While several entrepreneurs have benefited from incubation and financial support, many startups continue to face challenges in scaling their businesses due to:

- Limited access to structured markets
- Lack of industry partnerships
- Limited investor exposure
- Insufficient strategic business mentorship

To address these challenges, PRIME intends to empanel agencies with expertise in **business advisory, market development, investment facilitation, and startup ecosystem development**.

4. Objectives of the EOI

The primary objective of this Expression of Interest (EOI) is to **empanel qualified and experienced firms/agencies/consulting organizations/professionals** who can provide specialized support to startups and entrepreneurs under the PRIME Meghalaya ecosystem in the areas of market access, investment facilitation, and strategic business mentorship.

The specific objectives of this empanelment are as follows:

- **To establish a pool of competent agencies and domain experts** with proven experience in startup ecosystem development, market linkage facilitation, and investment advisory, who can be engaged by PRIME to support entrepreneurs and enterprises across Meghalaya.
- **To facilitate structured market access opportunities** for PRIME-supported startups by enabling linkages with distributors, retailers, corporate buyers, institutional customers, and national or international marketplaces.
- **To enable investment readiness and investor engagement** by connecting startups with angel investors, venture capital firms, impact investors, financial institutions, and other relevant funding platforms.
- **To provide strategic mentorship and business advisory support** that assists startups in refining their business models, strengthening operational capacity, and developing sustainable growth strategies.
- **To strengthen the commercialization and scaling potential** of startups supported under the PRIME initiative by enabling them to improve product positioning, branding, pricing strategies, and go-to-market approaches.
- **To support startups in expanding their market presence beyond local markets** by facilitating entry into regional, national, and international markets through strategic partnerships, distribution networks, and digital commerce platforms.
- **To strengthen the overall startup ecosystem in Meghalaya** by fostering stronger linkages between entrepreneurs, industry stakeholders, investors, and market intermediaries.

5. Scope of Work

The empanelled firms/agency shall provide structured advisory, facilitation, and ecosystem development support to startups and entrepreneurs under the PRIME Meghalaya initiative. The services shall focus on achieving measurable outcomes in market expansion, investment mobilization, and strategic business growth.

The scope of work shall include, but not be limited to, the following components:

5.1 Market Access Facilitation

The empanelled agencies shall actively support startups in entering and expanding into structured markets by undertaking the following activities:

• Conduct market readiness assessments of startups to determine product-market fit, supply capacity, and scalability potential.

• Identify and facilitate concrete market linkages including:

- Distributors and wholesalers
- Organized retail chains
- Institutional buyers
- Corporate procurement channels
- Export aggregators

• Facilitate minimum verified buyer introductions for each assigned startup, including structured buyer meetings or commercial discussions.

• Support startups in on boarding onto e-commerce and digital marketplaces, including:

- Amazon / Flip kart / ONDC / sector platforms
- B2B marketplaces
- Institutional procurement platforms

• Assist startups in improving product competitiveness, including:

- Packaging improvement
- Branding and labeling standards
- Pricing strategy
- Market positioning

• Facilitate participation of startups in trade fairs, buyer–seller meets, exhibitions, or industry events where feasible.

• Support startups in establishing distribution partnerships or channel partnerships for sustained market penetration.

• Provide advisory support to help startups expand from local markets to regional, national, or export markets.

5.2 Investment Facilitation

The empanelled agencies shall assist startups in becoming investment-ready and accessing appropriate sources of capital.

The scope shall include:

• Conducting investment readiness assessments of startups.

• Supporting startups in preparing investor-ready documentation, including:

- Pitch decks
- Business plans
- Financial projections
- Investment briefs

• Providing advisory on financial modelling, valuation frameworks, and capital structuring.

• Facilitating connections with:

- Angel investors
- Venture capital firms
- Impact investors
- Corporate venture funds
- Financial institutions

• Organizing investor connects sessions, pitch events, and curated investor meetings.

• Supporting startups in responding to investor queries, due diligence preparation, and negotiation support.

• Assisting startups in identifying appropriate funding pathways, including:

- Equity investment

- Venture debt
- Institutional finance
- Strategic partnerships.

5.3 Strategic Mentorship and Business Advisory

The empanelled agencies shall provide structured mentorship and advisory support aimed at improving startup sustainability, operational efficiency, and scalability.

Key areas shall include:

• Business model refinement and validation.

• Development of go-to-market strategies and customer acquisition strategies.

• Strategic advisory on revenue growth and scaling strategies.

• Advisory on branding, marketing, and product differentiation.

• Guidance on operational efficiency, cost management, and supply chain optimization.

• Advisory on pricing strategies, revenue models, and financial sustainability.

• Guidance on regulatory compliance, licensing, and legal requirements.

• Support in capital planning and financial management systems.

• Facilitating domain expert mentorship sessions for sector-specific guidance.

5.4 Ecosystem Development Support

In addition to direct startup support, empanelled agencies may be required to contribute to strengthening the broader startup ecosystem in Meghalaya by:

• **Facilitating Strategic Industry Partnerships**

Identify and establish linkages with national or international industry players, corporates, and sector associations to enable procurement partnerships, distribution channels, or commercial collaborations for startups.

• **Connecting Startups to Sector Platforms and Industry Networks**

Facilitate integration of PRIME-supported startups into relevant industry platforms, trade networks, and startup alliances to expand their visibility and market access.

• **Facilitating Corporate and Institutional Engagements**

Enable structured engagements between startups and corporates, institutions, or large buyers to explore pilot projects, product validation opportunities, or procurement partnerships.

• **Supporting Sector Opportunity Mapping**

Provide periodic insights to PRIME on emerging market opportunities, sector trends, and potential industry partnerships relevant to startups in Meghalaya.

• **Facilitating Strategic Collaborations**

Identify and facilitate collaborations between startups and ecosystem stakeholders such as technology providers, aggregators, or distribution partners to strengthen business growth.

6. Implementation Framework

The engagement with the empanelled agencies shall be implemented through a structured approach coordinated by the PRIME Startup Hub. The framework will broadly include the following steps:

- **Identification of Startups:** PRIME will identify startups and entrepreneurs requiring support in market access, investment facilitation, or strategic mentorship.
- **Assignment of Agencies:** Based on the requirements of the startups and the expertise of the empanelled agencies, PRIME may assign specific engagements or activities to the selected agencies.
- **Startup Assessment:** The empanelled agency may conduct an initial assessment of the startup to understand its business model, market readiness, and investment requirements.
- **Development of Support Plan:** Based on the assessment, the agency shall prepare a structured engagement plan outlining the proposed activities related to market linkage, investor engagement, and mentorship support.
- **Implementation of Activities:** The agency shall facilitate market linkages, investor interactions, mentoring sessions, and other advisory services as required.
- **Monitoring and Reporting:** The agency shall submit periodic progress updates to PRIME and participate in review meetings as required.

7. Startup Engagement Workflow

The empanelled agencies shall adopt a structured engagement approach for supporting startups under the PRIME Meghalaya initiative. The engagement workflow will broadly include the following stages to ensure systematic assessment, mentorship, and outcome-oriented support for startups.

7.1 Startup Identification and Selection

PRIME Startup Hub will identify startups and entrepreneurs requiring support in areas such as market access, investment facilitation, and strategic mentorship. Based on the sector, stage of growth, and specific requirements of the startups, suitable empaneled agencies may be assigned to provide the required advisory and facilitation services.

7.2 Startup Diagnostic Assessment

The empanelled agency shall conduct a preliminary assessment of the assigned startups to evaluate their business readiness and growth potential. This may include review of the startup's business model, product or service offering, operational capacity, market positioning, financial status, and investment readiness. The assessment will help identify key gaps, challenges, and opportunities for growth.

7.3 Mentorship and Strategy Development

Based on the findings of the diagnostic assessment, the agency shall develop a structured support plan outlining key interventions required for the startup. This may include guidance on business model refinement, market entry strategies, product positioning, branding, pricing strategies, operational improvements, and financial planning. The agency shall provide targeted mentorship and advisory support to help the startup strengthen its business strategy and improve its readiness for market expansion or investment.

7.4 Market and Investor Engagement

The empanelled agency shall facilitate linkages between startups and relevant market and investment stakeholders. This may include connecting startups with distributors, institutional buyers, corporates, and industry partners, as well as facilitating interactions with angel investors, venture capital firms, and financial institutions. The agency may also support the organization of investor connect sessions, pitch events, or networking engagements to enable startups to present their business opportunities to potential investors and partners.

7.5 Monitoring and Ongoing Support

The agency shall provide continued mentorship and follow-up support to the startups during the engagement period. This may include tracking the progress of market linkages, supporting startups in responding to investor queries, refining business strategies, and addressing operational or financial challenges. Periodic updates on progress and outcomes shall be shared with PRIME for monitoring purposes.

7.6 Outcome Documentation and Reporting

At the conclusion of the engagement, the empanelled agency shall document the outcomes achieved through the intervention. This may include details of market linkages established, partnerships facilitated, investor engagements conducted, or other measurable improvements in the startup's growth and business performance. A consolidated report outlining the activities undertaken, outcomes achieved, and recommendations for further support shall be submitted to PRIME.

8. Key Deliverables

The empanelled agencies shall be expected to deliver measurable outcomes aligned with the objectives of the PRIME programme. The key deliverables may include, but are not limited to, the following:

- Conducting **startup assessments and preparing structured mentorship or growth plans**.
- Facilitating **market access opportunities**, including linkages with distributors, buyers, or industry partners.
- Supporting startups in **investment readiness and investor engagement activities**.
- Organizing or facilitating **investor connects sessions, mentoring workshops, or networking events**.
- Documenting **partnerships, collaborations, or investment engagements** facilitated through the engagement.
- Submitting **periodic progress reports** detailing activities undertaken and outcomes achieved.
- Providing a **final report summarizing the impact, outcomes, and recommendations** for strengthening startup growth and market expansion.

9. KEY PERFORMANCE INDICATORS (KPIs)

Performance of empanelled agencies may be assessed based on:

- Number of startups supported
- Market linkages facilitated
- Investor connect sessions conducted
- Partnerships established
- Business growth of supported startups

10. **Pre-Qualification Criteria (Mandatory Eligibility)**: **Applicants must meet the following minimum eligibility conditions. Non-compliance will result in outright rejection:**

Sl No	Criteria	Supporting document
1	Legal Status: Applicant must be a legally registered entity Company/LLP/ Partnership/Proprietorship) or Individual	Certificate of Incorporation / Registration / PAN
2	The bidder must have successfully completed at least one contract with any Government agency, Public Sector Undertaking (PSU), or large corporate entity in India during the last 3 years	Work orders / completion certificates / client contracts

	preceding June 2026, in at least one of the following areas: • Startup advisory • Market linkage facilitation • Investment facilitation • Incubation support • Business Mentoring	
3	Financial Capacity: Average annual turnover of at least INR **15** Lakhs in the last 3 financial years i.e., 2022-23, 2023-24, 2024-25	CA certified financial statements
4	Blacklisting: Applicant must not be blacklisted/debarred by any Government / PSU / donor agency	Self-declaration
5	The bidder must not have any conflict of interest in relation to this EOI and the proposed engagement with PRIME Meghalaya / Meghalaya Basin Management Agency (MBMA).	Self-declaration
6	PAN & GST	Copy of PAN and GST Registration

Technical Qualification Criteria

Only bidders meeting the Pre-Qualification Criteria shall be considered for technical evaluation. The bidder must submit relevant supporting documents in compliance with each Technical Qualification parameter as specified in the table below.

The technical proposals will be evaluated based on the following parameters:

Sl No	Parameter	Marks	Supporting documents
1	The bidder must have successfully completed at least one contract with any Government agency, Public Sector Undertaking (PSU), or large corporate entity in India during the last 3 years preceding June 2026, in at least one of the following areas: • Startup advisory • Market linkage facilitation • Investment facilitation • Incubation support	20 Marks	• Work Orders / Agreements • Completion Certificates • Client credentials clearly indicating nature of work

	• Business Mentoring • 1 Contract = 10 Marks • 2 Contracts=15 Marks • 3 or more contracts: 20 Marks		
2	**Approach, Methodology & Work Plan:** Evaluation will be based on: **a. Understanding of assignment-** (Demonstrates clear understanding of PRIME objectives, startup ecosystem challenges, and scope of work)=**8 Marks** **b. Approach & Methodology**: (Logical, structured, and practical methodology aligned with market access, investment facilitation, Incubation support startup advisory and mentorship) = **10 Marks** **c. Startup Engagement Framework:** Clarity on how startups will be assessed, on boarded, mentored, and supported end-to-end= **8 Marks** **d. Implementation Strategy & Timeline:** Realistic work plan with defined activities, timelines, milestones, and deliverables= **6 Marks** **e. Innovation & Value Addition:** Unique ideas, tools, partnerships, or strategies that enhance impact= **4 Marks** **f. Feasibility & Practicality:** Ground-level applicability, scalability, and alignment with Meghalaya context= **4 Marks**	40 Marks	• Approach, Methodology & Work Plan Note (a-f) p in line with the Terms of Reference and evaluation parameter (not more than 20 pages) • Work plan with timelines (Activity plan)

<table>
<tr><td>3</td><td>Technical Presentation:

Evaluation will be based on:
• Clarity and structure of presentation= 4 Marks
• Demonstration of relevant experience=8 Marks
• Case studies / past success stories=8 Marks
• Understanding of startup ecosystem (preferably Meghalaya/Northeast)=4 Marks
• Team strength and responsiveness to queries= 6 Marks</td><td>30 Marks</td><td>Agencies shall be separately notified about the schedule for the presentation, which may be conducted in online or offline mode</td></tr>
<tr><td>4</td><td>Presence / Experience in implementing similar projects in any of the North Eastern States in India during the last 5 years preceding June 2026</td><td>10 Marks</td><td>• Work Orders / Completion Certificates
• Client certificates</td></tr>
<tr><td colspan="4">Note:
- Bidders must score at least 70 marks out of 100 in the technical evaluation to qualify.
- Only those bidders who qualify technically shall be considered for financial evaluation.
- All claims must be supported by documentary evidence; unsupported claims may not be considered.
- The authority reserves the right to verify submitted credentials independently.
- In case of false, misleading, or unverifiable information, the proposal shall be rejected.</td></tr>
</table>

11. TEAM STRUCTURE AND KEY EXPERTS

The agency ensures to deploy qualified manpower to achieve the deliverables/outcomes as per the agreed timeline.

12. DURATION OF EMPANELMENT

The empanelment of the agency shall be initially valid for a period of one (1) year from the date of issuance of the empanelment letter. However, the empanelment may be extended beyond the initial period based on: I) Requirement of the programme, and II) Performance of the agency during the initial engagement.

Any extension shall be mutually agreed upon in writing between the agency and the Meghalaya Basin Management Agency (MBMA).

13. REPORTING AND MONITORING

The empanelled agencies will report to the designated officer at the PRIME Startup Hub.

Monitoring will include:

- Periodic progress reports
- Review meetings
- Performance evaluation

14. PROPOSAL SUBMISSION GUIDELINES & EVALUATION METHODS

The bidders are required to submit their proposals using a **Two-Envelope System**, comprising:

- **Envelope 1: Technical Proposal**
- **Envelope 2: Financial Proposal**

Both envelopes shall be placed inside a **single outer sealed envelope**.

Outer Envelope

The outer envelope shall be clearly super scribed with:

- "**Expression of Interest (EOI) for Empanelment of Agency for Market Access, Investment Facilitation & Strategic Mentorship under PRIME Meghalaya**"
- EOI Reference No.
- Name and Address of the Bidder
- Contact Details (Email & Phone)

Envelope 1: Technical Proposal

The envelope shall be clearly marked as:

"TECHNICAL PROPOSAL

Contents of Technical Proposal

The Technical Proposal shall include:

1. Covering Letter
2. Company Profile
3. Documents supporting **Pre-Qualification Criteria**
4. Documents supporting **Technical Qualification Criteria**
5. Approach, Methodology & Work Plan (as per prescribed limit)
6. Details of Relevant Experience & Project Credentials
7. Self-declarations:
    - Non-blacklisting certificate
    - Conflict of Interest declaration
8. Any other supporting documents as mentioned in the EoI

Note:

- **Financial information must NOT be included** in the Technical Proposal.
- Inclusion of financial details in this envelope will lead to **rejection of the proposal**.

Envelope 2: Financial Proposal: The bidder shall submit the Financial Proposal strictly in the prescribed format provided in this EOI as **Annexure A & Annexure B**.

- The Financial Proposal shall include the professional fees quoted on a per startup basis exclusive GST, considering all deliverables specified under the Scope of Work and Payment Milestones.
- The quoted professional fees shall be comprehensive and inclusive of all costs related to service delivery .
- All prices shall be quoted in Indian Rupees (INR) only.
- Applicable taxes (if any) shall be clearly indicated separately.
- The Financial Proposal must be duly signed and stamped by the authorized signatory.
- Other expenditure to be incurred during official visit by the consultant such as ground transportation, air/train fare, fooding, lodging and etc shall be reimbursed in the manner as highlighted under "**Reimbursable Expenditures**" during official trip undertaken by the Consultant. However, prior approval of the Competent Authority, PRIME must be obtained prior to undertaking any official trip.
- No conditional financial proposal shall be accepted.

15. Reimbursable Expenditures:

TA/DA & Lodging Reimbursement:

The Consultant shall submit a detailed tour plan in advance for approval by the Competent Authority, PRIME. No travel shall be undertaken without prior approval.

TA/DA claims shall be processed strictly as per the prescribed ceilings and only upon submission of original bills, invoices, and travel tickets, duly supported by relevant documents

SL NO	Particulars	Rates
1	Flights- To and Fro	As per actual
2	Accommodations	Below ₹ 4500/night
3	Food	350/ meal lunch/dinner & 150/ pp breakfast
4	Ground Transportation	PRIME shall arrange vehicle for the ground transportation in Assam & Meghalaya. In case , the office could not arrange official vehicle for any reason, if so the consultant has to make his own arrangement and claim for reimbursement as per actual subject to submission of necessary supporting bills. Additionally, the consultant has to arrange on his own while travelling outside of Assam and Meghalaya and the reimbursement shall be made as per actual subject to submission of required supporting documents.

Additional Terms & Conditions

- All travel-related arrangements shall be undertaken by **economy class (air or rail)** and must be **pre-approved by the Competent Authority**
- Travels and Accommodation, food reimbursement shall be limited to the ceiling mentioned above inclusive taxes.
- Official transportation will be provided for all movement within Meghalaya and Assam State, including airport/Railway station
- Expenses for travel from residential address to the airport shall be borne by the agency. No reimbursement shall be applicable for such costs.

16. SUBMISSION PROCESS

Both envelopes must be sealed and placed inside the outer envelope. Proposals must be submitted to the address specified in this EOI **on or before the deadline**. Late submissions shall be **rejected**.

16. Opening of Proposals & Evaluation Method

Step 1: Technical Proposal Opening

- Only the Technical Proposals (Envelope 1) shall be opened initially.
- The Financial Proposals shall remain sealed and securely stored.

Step 2: Technical Evaluation

- Technical proposals shall be evaluated as per the criteria defined in this EOI.
- Bidders scoring minimum qualifying marks (70/100) shall be shortlisted.

Step 3: Financial Proposal Opening

- Financial Proposals of only technically qualified bidders shall be opened.
- Date and time of opening shall be communicated separately.

Evaluation Method: Final selection shall be based on Quality and Cost Based Selection (QCBS):

- Technical Score Weightage: **80%**
- Financial Score Weightage: **20%**

The bidder with the **highest combined score** shall be selected.

17. EVALUATION METHODOLOGY (QCBS 80:20)

The selection of the agency shall be carried out using the Quality and Cost Based Selection (QCBS) method, with a weight age of 80% for Technical Proposal and 20% for Financial Proposal.

The evaluation process shall be conducted in the following stages:

Stage 1: Pre-Qualification Evaluation

- All proposals received shall first be evaluated against the **Pre-Qualification Criteria**.
- Only those bidders who meet all the eligibility requirements and submit the required supporting documents shall be considered for the next stage.
- Proposals that do not meet the pre-qualification criteria shall be rejected.

Stage 2: Technical Evaluation (Weightage: 80%)

- The technical proposals of eligible bidders shall be evaluated based on the **Technical Qualification Criteria** specified in this EOI.
- The maximum marks for technical evaluation shall be **100 marks**.
- Bidders must score a minimum of **70 marks out of 100** to qualify for the financial evaluation stage.

Calculation of Technical Score (Ts)

- The technical score of each bidder shall be normalized as follows:
- $Ts = \left(\frac{T}{T_{max}}\right) \times 80$

Where:

- **T** = Technical score obtained by the bidder
- **Tmax** = Highest technical score obtained among all bidders
- **Ts** = Normalized technical score (out of 80)

Stage 3: Financial Evaluation (Weightage: 20%)

- Financial proposals of only those bidders who qualify in the technical evaluation shall be opened.
- The bidder quoting the **lowest financial price (L1)** shall be awarded the highest financial score.

Calculation of Financial Score (Fs)

Where:

- **Fmin** = Lowest financial quote among qualified bidders
- **F** = Financial quote of the bidder
- **Fs** = Normalized financial score (out of 20)

Final Composite Score

The final score shall be calculated as:

$$FinalScore(S) = Ts + Fs$$

- The bidder with the **highest final composite score (S)** shall be ranked **H1** and considered for award of contract.
- In case of a tie, the bidder with the **higher technical score** shall be ranked higher.

Payment Structure: The payment to the empanelled agency shall be milestone-based, linked to the successful completion and verification of defined deliverables. The financial quote submitted by the bidder shall be on a per start-up basis, considering all deliverables specified under this EOI. The same set of deliverables shall be applicable uniformly across all assigned start-ups.

Payment Structure and Milestones: Payments shall be released in accordance with the following milestone-based structure:

Deliverable / Milestone	Description	Payment (%)
Inception & Start-up On boarding	Submission of detailed work plan, start-up assessment reports, and on boarding of assigned start-ups	15%
Market Access Facilitation	Facilitation of verified market linkages (buyer meetings, on boarding to platforms, partnerships, exhibitions, etc.)	25%
Investment Facilitation	Conduct of investor connect sessions, preparation of investor documents, and facilitation of investor interactions	25%
Mentorship & Advisory Support	Delivery of structured mentorship sessions, business advisory, and strategic support	20%
Final Outcomes & Reporting	Submission of final report with measurable outcomes, impact assessment, and documentation	15%

Illustration for Payment Calculation:

For clarity, payment shall be calculated as follows:

- Suppose the agency quotes **INR 1,00,000 per start-up**.
- Payment for each milestone shall be released based on the percentage defined above.

Example:
If the agency successfully completes **Stage 1 (15%)** for **3 start-ups**:

- Payment per startup = 15% of 1,00,000 = **INR 15,000**
- Total payment for 3 start-ups = 15,000 × 3 = **INR 45,000**

This principle shall apply across all stages and for all assigned start-ups.

<u>Payment Condition:</u>

Payments shall be released **only upon successful completion and verification** of the respective milestone deliverables by the authority.

The agency shall submit:

- Invoice
- Supporting documents / deliverables
- Progress reports (as applicable)

Payments shall be processed within 30 days of submission of complete documents, subject to approval of competent authority.

- No advance payment shall be made unless otherwise approved by the authority.

Applicable taxes and statutory deductions (e.g., TDS) shall be made as per prevailing rules.

18. CONFIDENTIALITY

All information shared during the engagement shall be treated as confidential.

19. CONFLICT OF INTEREST

Applicants must disclose any potential conflict of interest.

20. Execution of agreement:

- Upon completion of the selection process and declaration of the successful bidder, the selected agency shall enter into a formal agreement with the Meghalaya Basin Management Agency (MBMA) for the execution of services under the PRIME Meghalaya initiative. The agreement shall be effective from the date of its execution and shall remain valid for the duration of empanelment, as defined in the EOI, unless terminated earlier in accordance with the terms of the agreement.
- The agreement shall constitute a binding agreement between MBMA and the selected agency.
- Termination / Amendments:
    - The agreement may be amended or extended only with the written consent of both parties.
    - MBMA reserves the right to terminate the agreement in case of non-performance, breach of terms, or in the interest of the programme. However, in such case, MBMA has to intimate with a notice of 30 days in advance. Similarly, the consultant has to serve with a prior notice of 30 days, in case the consultant does not want to continue for whatsoever reason.
- **Precedence:** In case of any inconsistency between the EOI and the agreement, the agreement shall govern the engagement, provided it is consistent with the core objectives and terms defined in the EOI.
- All terms agreed upon in the EOI, including scope of work, milestones, and payment structure, shall be incorporated into the agreement unless otherwise amended in writing and mutually agreed.

21. RIGHTS OF THE AUTHORITY

PRIME reserves the right to:

- Accept or reject any proposal
- Seek clarification from applicants
- Modify the EOI if necessary

22. **Dispute Settlement Clause**

Amicable Resolution:

- In the event of any dispute, disagreement, or claim arising out of or relating to the EOI, the selection process, or the subsequent engagement/agreement, the parties shall first attempt to resolve the matter amicably through mutual consultation.

Escalation to Senior Officials:

- If the dispute cannot be resolved through consultation within **15 (fifteen) days** from the date of notice of the dispute, the matter shall be escalated to the **Executive Director of Meghalaya Basin Management Agency (MBMA)** and the authorized representative of the agency for negotiation and resolution.

Arbitration:

- Any dispute, controversy, or claim that cannot be resolved amicably or through escalation as above shall be finally resolved by arbitration under the Arbitration and Conciliation Act, 1996 (as amended from time to time).
- The arbitration proceedings shall be conducted by a sole arbitrator mutually appointed by the parties. If the parties are unable to agree on the appointment, the arbitrator shall be appointed by the CEO of MBMA.
- The arbitration proceedings shall be conducted in English, and the venue of arbitration shall be Shillong, Meghalaya.

Binding Award:

- The decision or award rendered by the arbitrator shall be final, conclusive, and binding on both parties, and the parties undertake to comply with and carry out such award without delay.

Governing Law:

- This EOI, the subsequent engagement, and the agreement shall be governed by and construed in accordance with the laws of India.

Interim Relief:

- During the pendency of any dispute resolution process, the agency shall continue to perform its obligations under the agreement unless otherwise directed by MBMA in writing.

ANNEXURE – A: FINANCIAL PROPOSAL (PER STARTUP)

EOI Reference: MBMA/PRIME-HUB (U-SHIL)/____
Name of Bidder: ____________________________
Address: __________________________________

Sl No	Description	Lump-sum Professional Fee (INR) exclusive of Taxes	Tax amount	Lump-sum Professional Fee (INR) inclusive of Taxes
(a)	(b)	(c)	(d)	(e=c+d)
1	**Professional Fees**			
Total				

Declaration:

I/We hereby declare that:

1. The lump-sum professional fee quoted above is for providing all services and deliverables per start-up as per the Terms of Reference of this EOI.
2. TA/DA and other reimbursable expenses will be claimed separately in accordance with programme norms.
3. The financial proposal is valid for the period of One year as specified in the EOI.

Authorized Signatory: ____________________________
Name & Designation: ____________________________
Date: ____________________________
Seal of the Organization: ____________________________

Note:

- Total Professional Fee for 1 Start-up: INR ___________
- The above professional fee shall be inclusive of all deliverables for one start-up.

ANNEXURE – B: BREAKDOWN OF FINANCIAL PROPOSAL (PER STARTUP)

Sl No	Description	Deliverable(s)	Lump-sum Fee (INR) exclusive of Taxes	Tax amount	Lump-sum Fee (INR) inclusive of Taxes
(a)	**(b)**	**(c)**	**(d)**	**(e)**	**(f= d+e)**
1	**Professional Fees**	Inception & Start-up On boarding			
		Market access facilitation			
		Investment facilitation			
		Mentorship & Advisory Support			
		Final Outcomes & Reporting			
Total					

Note: The breakdown of cost shall be used for the purpose of reference/ price discovery. However, the evaluation and payment shall be made on the basis of **Annexure A** i.e. Financial Proposal.