

## **Request for Expression of Interest (REOI)**

**For shortlisting of eligible agencies/firms to participate in the REOI process for  
engagement as Social Media and Public Relations Agency/Firm for  
STEMS Meghalaya**

**Reference No – STEMS/CEO/2025-26/38**

**Date - 20<sup>th</sup> March 2026**

**Issued by:** Sustainable Transport and Efficient Mobility Society



**Address:** Pine Mount Ridge  
Behind Pine Mount School  
Shillong -793001

## Notice Inviting Expression of Interest

The undersigned invites sealed Expression of Interest from qualified and professionally managed agencies/firm for shortlisting to participate in the RFP for the selection of a Social Media and Public Relations Agency/Firm for Sustainable Transport and Efficient Mobility Society.

**Reference No:** STEMS/CEO/2025-26/38

**Dated:** 20<sup>th</sup> March 2026

Sl No	Key Information/ Events	Time/Venue/Address
1	Title of the Assignment	<b>Engagement of Social Media and Public Relations Agency</b>
2	Date of issue of the EOI document	Date: <b>20<sup>th</sup> March 2026</b>
3	Website for Downloading the Expression of Interest (Eoi) document	<b><a href="https://stems-meghalaya.nic.in/">https://stems-meghalaya.nic.in/</a></b>
4	Pre-submission meeting	Date: <b>27<sup>th</sup> March 2026</b> Time: <b>16:00 hours</b> Venue: <b>STEMS Office</b> Google link: <b><a href="https://meet.google.com/szp-xyji-auw">https://meet.google.com/szp-xyji-auw</a></b>
5	Due date and Time of submission of Eoi.	Date: <b>07<sup>th</sup> April 2026</b> Time: <b>16:00 hours</b>
6	Mode of submission of EOI	Online via email Email ID: <b>stems.agm@gmail.com</b>
7	Date & time of opening of EOI	Date: <b>07<sup>th</sup> April 2026</b> Time: <b>16:30 hours</b>
8	Address for Communication	Shri. Constantine Thma Assistant General Manager STEMS Meghalaya Address: Pine Mount Ridge Behind Pine Mount School Shillong -793001 Ph no: 0364 3500097/98622-12226 Email: stems.agm@gmail.com

Sd/-

**Chief Executive Officer**

**STEMS**

# Expression of Interest (EoI) for Engagement of Social Media and Public Relations Agency/Firm

## Sustainable Transport and Efficient Mobility Society (STEMS) Government of Meghalaya, Department of Planning, Shillong

### 1. Introduction

The **Sustainable Transport and Efficient Mobility Society (STEMS)** is a society established by the Government of Meghalaya in 2022 to promote safe, sustainable, efficient, and affordable mobility solutions in the State. The initiative has been conceived to address urban transport challenges, particularly traffic congestion in Shillong, while contributing to reduced emissions and improved commuter safety. STEMS has been designed with a specific focus on providing reliable and comfortable public transport services for school-going children and office commuters.

As part of its implementation, STEMS has introduced a technology-enabled shared mobility model supported by GPS-enabled buses, CCTV-based safety measures, trained onboard caretakers, and a dedicated digital platform for service management. The service currently operates a fleet of 90 buses equipped with GPS tracking and CCTV monitoring to ensure safety and reliability.

To enhance user accessibility and operational transparency, the **STEMS Meghalaya mobile application** enables real-time bus tracking, seat booking, and service management. The system also includes a dedicated **Caretaker Application** which facilitates SMS notifications to parents regarding the boarding and de-boarding of students. These technology-driven features aim to strengthen commuter safety, improve service efficiency, and enhance public confidence in shared mobility services.

The initiative has received positive public response and continues to expand its operational footprint. As of late 2025, STEMS services operate across **multiple routes in Shillong**, with plans for fleet augmentation and potential expansion to other urban centres in Meghalaya, including **Jowai, Sohra and Tura**.

The project is governed by a committee comprising officials from key departments of the Government of Meghalaya, including the **Planning Department, Transport Department, and Shillong Traffic Police**, ensuring coordinated oversight and implementation of the initiative.

In order to further strengthen its outreach, visibility, and public engagement, STEMS intends to onboard a qualified **Social Media and Public Relations Agency** to support its communication and media engagement efforts.

### 2. Objectives of Engagement

The primary objectives of this engagement are to:

- Strengthen the **digital and public visibility** of STEMS initiatives and services.
- Enhance **awareness and outreach** of sustainable mobility initiatives in Meghalaya.
- Promote **public adoption of shared and sustainable transport systems**.
- Facilitate effective **media engagement and dissemination of information** relating to STEMS services.
- Support public communication related to **service updates, safety features, expansion plans, and commuter benefits**.

## 3. Scope of Work

The selected agency shall undertake, but not be limited to, the following activities:

### 3.1 Social Media Management

- Develop, maintain, and monitor social media analytics and performance metrics across all official platforms. The agency shall be responsible for generating periodic (weekly/monthly) analytical reports covering key indicators such as audience growth, engagement rates, reach, impressions, content performance, and user demographics.
- Develop and implement a comprehensive **Social Media and digital communication strategy** for STEMS.
- The agency shall provide data-driven insights and actionable recommendations based on analytics to support informed decision-making, improve communication strategies, and guide future outreach and project interventions of STEMS.
- Manage and maintain official Social Media platforms including, but not limited to, **Facebook, Instagram, X (Twitter), LinkedIn, and YouTube**.
- Develop and maintain a structured **content calendar** aligned with STEMS programs, service announcements, and events.
- Create and publish engaging digital content including **graphics, infographics, short videos, reels, and multimedia content**.
- Monitor user engagement and respond to public queries or comments in coordination with STEMS officials.
- Track platform analytics and submit **periodic performance and engagement reports**.

### 3.2 Content Development and Storytelling

- Develop high-quality **written and visual communication materials** highlighting STEMS services, commuter stories, operational updates, and safety initiatives.
- Draft **press releases, feature articles, blogs, newsletters, and promotional materials**.
- Support documentation and dissemination of **events, service launches, and stakeholder engagements**.

### 3.3 Public Relations and Media Engagement

- Facilitate **media outreach and coordination** with local, regional, and national media outlets.
- Organise and manage **press briefings, media interactions, and press conferences** when required.
- Ensure regular **media visibility and coverage** of STEMS initiatives. Provide **media monitoring and coverage analysis reports**.

### 3.4 Communication Campaigns and Event Support

- Conceptualise and implement **digital communication campaigns** promoting sustainable mobility and STEMS services.
- Provide communication support during **public events, awareness campaigns, and stakeholder engagements**.
- Assist with **live coverage and digital amplification** of key activities and announcements.

### 3.5 Strategic Communication Support

- Provide advisory support on **communication strategy, branding, and messaging**.
- Identify opportunities to enhance the **visibility of STEMS at regional and national levels**.
- Provide recommendations to strengthen the **overall communication framework** of the initiative.

## 4. Eligibility Criteria

Interested agencies/firms must meet the following minimum eligibility requirements:

Sl No	Eligibility Criteria	Documents required
1	The agency/firm must be <b>legally registered under applicable laws in India</b>	I. Copy of the Registration Certificate  II. Copy of Goods & Service Tax Registration Certificate  III. Copy of PAN
2	The agency should have a <b>minimum of three (3) years of experience</b> in Social Media management, digital communications, public relations, or related services.	Work Order/Completion certificate
3	The agency should have in-house qualified manpower in the domain of content development, graphic design, multimedia production, digital marketing, and media relations and adequate infrastructure to take up assignments on its own.	I. Details of the existing manpower on the agency's payroll shall be provided on its letterhead, specifying at a minimum the name of the staff member, position held, date of joining, and years of relevant experience. The document must be duly signed by the agency's authorized representative.  II. Details of existing infrastructure shall be provided on its letterhead.
4	The registered or branch office of the firm should be in Shillong, Meghalaya with State-of-the-Art Infrastructure. In the event that the agency does not have an office in Shillong at the time of submission of the EoI, it shall be required to establish an office in Shillong upon selection through the RFP process.	A copy of the rent agreement for its office in Shillong; <b>or</b>  An undertaking on the agency's letterhead, declaring its commitment to establish an office in Shillong upon selection.
5	Demonstrated experience in managing <b>communication assignments for government, public sector organisations, infrastructure projects, or development sector initiatives</b> will be preferred.	Work Order/Completion certificate
6	Experience in executing <b>digital outreach campaigns and media engagement activities</b> will be an added advantage.	Work Order/Completion certificate

Additionally, interested agencies/firms are also requested to submit the following:

1. A brief **concept-note outlining the proposed communication approach** for STEMS.
2. Any additional documentation demonstrating the agency's **experience and capability** in undertaking similar assignments.

Submissions received in response to this EOI will be evaluated based on relevant organisational experience and demonstrated track record, quality and relevance of portfolio and previous assignments, understanding of the objectives and communication needs of the STEMS initiative, strength and expertise of the proposed team, and overall suitability and capability to undertake the assignment.

Shortlisted agencies may subsequently be invited to participate in a **Request for Proposal (RFP) stage or presentation**, as deemed appropriate by STEMS.

## **5. Duration of Engagement**

The engagement of the selected agency shall initially be for a **period of twelve (12) months**, which may be extended based on performance and mutual agreement.

## **6. Submission Details**

Interested agencies may submit their Expression of Interest via email to:

**stems.agm@gmail.com**

Subject Line: **Expression of Interest – Social Media and PR Partner for STEMS Meghalaya**

Submission Deadline Date: **07<sup>th</sup> April 2026 at 16:00 hours**

## **7. Disclaimer**

STEMS, Government of Meghalaya reserves the right to **accept or reject any or all submissions** without assigning any reason thereof. Issuance of this Expression of Interest does not constitute a commitment to award any contract or engagement.

# Annexure I

## Agency Profile Format

Interested agencies/firms are required to provide the following details:

<b>Sl. No.</b>	<b>Particulars</b>	<b>Details</b>
1	Name of the Agency/Firm	
2	Registered Address	
3	Correspondence Address	
4	Year of Establishment	
5	Legal Status (Company/LLP/Partnership/Proprietorship, etc.)	
6	Registration Number	
7	GST Number	
8	PAN Number	
9	Name of Authorized Signatory	
10	Contact Number	
11	Email Address	
12	Website (if any)	
13	Total Number of Employees	
14	Brief Profile of the Organization (Maximum 300 words)	

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# Annexure II

## Relevant Experience of the Agency

Please provide details of assignments undertaken that are relevant to **Social Media management, digital communications, or public relations**, particularly for government or public sector organizations.

Sl. No.	Name of Client	Project Title / Description	Scope of Work	Year	Duration	Client Reference (Name & Contact)
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1

2

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Supporting documents such as **work orders, completion certificates, or portfolio samples** may be attached.

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# Annexure III

## Proposed Team Composition

Please provide details of the key personnel proposed for this assignment.

<b>Sl. No.</b>	<b>Name</b>	<b>Designation / Role</b>	<b>Qualification</b>	<b>Relevant Experience (Years)</b>	<b>Key Responsibilities in Project</b>
1					
2					
3					

Short CVs of the proposed team members may be attached separately.

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# Annexure IV

## Concept Note on Communication Approach

Agencies are requested to submit a brief **Concept Note (maximum 2 pages)** outlining:

- Understanding of the **STEMS initiative and its communication requirements**
- Proposed **Social Media strategy and public outreach approach**
- Ideas for **content development, storytelling, and campaign execution**
- Approach for **media engagement and visibility**
- Any **innovative communication strategies** that may enhance outreach and public engagement.

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# Annexure V

## Declaration by the Agency

(To be submitted on the agency's letterhead)

I/We hereby certify that:

1. The information provided in this Expression of Interest and accompanying documents is **true and correct to the best of my/our knowledge**.
2. The agency has **not been blacklisted or debarred** by any Central Government, State Government, or Public Sector Undertaking.
3. We understand that **submission of this EOI does not guarantee selection or engagement** by STEMS, Government of Meghalaya.
4. We agree to abide by all terms and conditions mentioned in this EOI document.

Name of Authorized Signatory: \_\_\_\_\_

Designation: \_\_\_\_\_

Name of Agency/Firm: \_\_\_\_\_

Signature: \_\_\_\_\_

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

Seal of the Organization

# Annexure VI

## Checklist for EOI Submission

Agencies/Firms are requested to ensure that the following documents and information are included in their Expression of Interest submission. Incomplete submissions may be rejected during preliminary evaluation.

Sl. No.	Document / Information Required	Submitted (Yes/No)	Remarks
1	Cover Letter on Agency Letterhead expressing interest in the assignment		
2	Completed <b>Annexure I – Agency Profile</b>		
3	Copy of <b>Certificate of Incorporation / Registration</b> of the Agency		
4	Copy of <b>PAN Card</b>		
5	Copy of <b>GST Registration Certificate</b>		
6	Completed <b>Annexure II – Relevant Experience Details</b>		
7	Portfolio / Work Samples demonstrating relevant assignments		
8	Completed <b>Annexure III – Proposed Team Composition</b>		
9	CVs of Key Personnel proposed for the assignment		
10	<b>Concept Note on Communication Approach</b> (Annexure IV)		
11	Signed <b>Declaration by the Agency</b> (Annexure V)		
12	Any additional supporting documents demonstrating capability and experience		

## **Submission Confirmation**

I/We hereby confirm that all the above documents have been included in the submission of this Expression of Interest.

Name of Authorized Signatory: \_\_\_\_\_

Designation: \_\_\_\_\_

Name of Agency/Firm: \_\_\_\_\_

Signature: \_\_\_\_\_

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

Official Seal of the Organization