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**GOVERNMENT OF MEGHALAYA
DIRECTORATE OF TOURISM**

**Expression of Interest (EOI)
For Designing a Tagline for Meghalaya Tourism**

No. M/D-Tour.99/2025/1

Dated Shillong the 8th August, 2025

The Directorate of Tourism, Government of Meghalaya, invites Expression of Interest (EOI) from interested individuals, groups, creative professionals, agencies and design studios to conceptualize and develop a Tagline for Meghalaya Tourism to complement Emblem/Logo of Tourism Department.

Objective:

The objective of this EOI is to invite innovative and impactful entries that complement the Meghalaya Tourism Emblem and reflect the core essence of tourism in Meghalaya, including:

- Community-based Tourism
- Eco-Tourism
- Heritage and Cultural Tourism
- Adventure Tourism
- High-End/Experiential Tourism

Scope of Work:

Participants are required to conceptualize and submit:

- A Tagline, preferably within 5 words
- An optional visual Tagline that aligns with the Emblem/Logo of Meghalaya Tourism
- A brief explanation or rationale (not more than 250 words) justifying the concept

Guidelines:

- The submission should be original, creative, and suitable for promotional and branding purposes across various media (print, digital, merchandise, etc.)
- It should resonate with Meghalaya's unique identity as a tourism destination rooted in nature, community, culture and sustainable development, while also reflecting the state's aspiration to promote High-End Tourism
- The design must not infringe on any copyright, trademark or third-party rights
- Participants may submit multiple entries

Selection Process:

- A designated Selection Committee will evaluate entries based on originality, relevance, impact and alignment with the state's tourism vision
- The winning entry will be awarded a cash prize of ₹50,000/- (Rupees Fifty Thousand Only)

Submission Details:

- All entries must be submitted via email to: dotshillong@gmail.com
- Subject line: **EOI Submission – Meghalaya Tourism Tagline**
- Format: PDF or PNG for visual/logo elements; Word or PDF for slogan + explanation
- Include Name, Contact Number and Address of participant(s)


Deadline:

All entries must be submitted within 15 (fifteen) days from the date of publication of this notice.

Terms & Conditions:

- The decision of the Selection Committee shall be final and binding.
- The winning entry will become the intellectual property of the Directorate of Tourism, Government of Meghalaya.
- The Department reserves the right to make changes or modify the final selected entry for official use.
- The Department also reserves the right to reject all entries if none are found suitable.

Yours faithfully,



Director of Tourism,
Meghalaya, Shillong.

Memo No. M/D-Tour.99/2025/1-A

Dated Shillong the 8th August, 2025

Copy to:

1. Hon'ble Minister In-Charge Tourism Department for kind information.
2. Commissioner and Secretary Government of Meghalaya for kind information.
3. Deputy Commissioner Shillong/ Williamnagar/ Nongstoin/ Mawkyrwat/ Mairang/ Nongpoh/ Tura/ Khliehriat/ Ampati/ Jowai/ Resubelpara/ Baghmara with request to spread information in their respective district.
4. Director DIPR with request to publish in the local newspaper.
5. CAO, Meghalayan Age Ltd. with request to upload in their website.


Director of Tourism,
Meghalaya, Shillong.