

Pre-Bid Queries

Request for Proposal for PR & Multimedia Creative Agency for Sagarmala Programme

S.No	Clause Description	Query/ Suggestion	Clarifications
1	<u>Name of Firm : M/s Goldmine</u>		
a)	With reference to Section 1, Page 11, POINT I2: EMD	<p>1. As per the circular issued by Government of India, Ministry of Micro, Small & Medium Enterprises, Office of the Development Commissioner (MSME), EP&M Division wid F.No. 22(1)/2003/EP&M dtd. 29.07.2003. Agencies registered for MSME with NSIC under its Single Point registration scheme are eligible for the exemption of tender fees and EMD.</p> <p>Goldmine Advertising Limited is registered for MSME with NSIC under the Single Point Registration Scheme Ref. No. NSIC/GP/AND/2016/44227 dtd. 12/05/2016 valid till 11/05/2018 and are exempted for tender fees and EMD.</p>	Firms with EMD and tender fee exemption under NSIC can participate in the bid. The firms will need to submit a copy of their NSIC certificates along with their technical bid. However no marks will be given to such agencies under Section 2 clause 10(pg 28) on the gross annual turnover
b)	With reference to Page 48, Form FP-2, Financial Proposal	In the financial bid, please clarify the various heads for which the quotation has to be given. Please clarify if it only includes the manpower cost and designing fee or does it also include production, execution and media costs as per scope of work. If it does then please provide the bidding format with specific quantities and other specs.	In the financial bid, the firms have to submit an amount for their services for one year. The services does not include any media buying, production, fabrication or printing of any kind. If the Ministry decides to get these work done by the selected agency then the payment will be made as per the actuals.

c)	With reference to Page 14, Section 1, Clause 18 - Timelines and Schedule	We would also request you to extend the submission date from 10 days.	The date of submission of technical and financial proposal has been extended. The new date for submission of proposals is 13/10/17.
2	M/s Graphics Ads		
a)	With reference to Section 1, Page 22, POINT 3: EMD	<p>This is in reference to IPA/GAD/Sagarmala/MMCA/2017 calling application "Inviting Bids for Appointment of PR and Multi-Media Creative Agency for the Sagarmala Programme," In this regard; we would like to apply for it.</p> <p>We would like to inform you that we are registered with National Small Industries Corporation Limited vide registration No.48839 dated 09-10-2016; a copy of the certificate is enclosed for your perusal, along with Store Details Certificate which covers the sphere of activities. This provides for the exemption to us file Earnest Money Deposit & Tender Fee while bidding for government contracts. Hence, we will not attach EMD & tender fee for applying it.</p>	Firms with EMD and tender fee exemption under NSIC can participate in the bid. The firms will need to submit a copy of their NSIC certificates along with their technical bid. However no marks will be given to such agencies under Section 2 clause 10(pg 28) on the gross annual turnover
3	M/s Ventures Advertising Pvt. Ltd.		
a)	With reference to Section 2, Page 26, POINT 6 : Eligibility Criteria	To enable more competition and more agencies to participate in this tender Average Turnover criteria of last three years should be rationalised to something more appropriate. Indian ports association will only benefit from more	The Size and Financial Solvency criteria will remain unchanged.

		<p>competition between accredited agencies.</p> <p>Advertising is a service oriented business where very few advertising companies have such large turn over. Thus meeting this in mind, the Indian ports association should rationalise the minimum average turnover criteria to something more appropriate than 50 crores so that more agencies can participate in the tender and in turn it'll help Indian ports association with better ideas.</p>	
4	M/s Purple Focus Pvt. Ltd.		
a)	With reference to Section 2, Page 22, POINT 3: Key Deliverables	What is the exact event calendar (details of the events in terms of scale & the fixed events)?	There is no ready events calendar, however the agency is free to suggest events to enhance the brand Sagarmala. If there is an event that the Ministry wants to participate, the agency is required to submit designs only, all the other production costs will be paid as per the actuals.
b)	With reference to Section 2, Page 31, POINT 10: Core Team Composition	What is the exact requirement of the team to be placed at the ministry in terms of no. of people and their levels?	Two people 1) PR & 2) Writer. The people to be deputed at the Ministry should have relevant experience as per the RFP.
c)	With reference to Section 2, Page 31, POINT 10: Core Team Composition	Will the ministry take care of the work stations, high-speed internet etc for the agency resources placed at ministry?	Yes
d)	With reference to Section 2, Page 20, Social Media Engagement	What is the likely monthly budget for social media push / promoted posts.	All the social media publicity will be organic. However, if the Ministry decides to initiate paid promotions,

			plan for the same will be required from the agency.
e)	With reference to Section 2, Page 20, Evaluation of proposal : 1 C	Page 29 1 C - promotional clips of events?? - Why only events?? It should include all corporate and product promotional videos made for clients.	All promotional clips like AVs for event, advertisement for government/corporate programmes and product promotional videos made for major private clients will be accepted. However, more weightage will be given to Government ads.
f)	General query	Clarity required on Travel, Boarding and Lodging of Agency Personnel for Sagarmala work outside New Delhi.	Travel charges if any, will be reimbursed as per actuals.
5	M/s Edelman India		
a)	General Query	In the RFP it is stated that IPA invites Agencies / Firms / Consortia to bid for appointment of PR & Multi-Media Creative Agency for Sagarmala program. We would request that consortia as a point to be removed as this would invite multiple agencies to bid and the purpose of 360 degree evaluation of an agency would be defeated. This would also lead to multiple stakeholders being involved in the yearlong marketing activity which would result in different approaches towards the campaign. We are a global and one of the largest integrated communications firm serving Fortune 500 and other institutions across the globe. Can we present global engagements/ projects as a part of our technical capabilities?	As per the RFP firms can form a consortium. This clause will not be changed. Firms can submit global experiences as part of the technical bid.

b)	General Query	Evaluation/Technical criteria is advertising and creative centric. There is no mention of PR or Digital parameters on which the agency is being evaluated. As this RFP is looking forward for PR, Advertising, Creative and Digital activities we would recommend IPA to include criteria's evaluating PR and Digital capabilities of the bidding Agency/Firm.	Technical criteria comprise of past work experience of the agency in all sphere. Also 7 marks are designated to a PR expert in team criteria and 25 marks are for approach and methodology which is inclusive of PR work.
c)	With reference to Section 2, Page 20, Evaluation of proposal : 1 C & 1D	In the Technical bid point number 1c & 1d, do not mention the work that has to be showcased should be Central/State Govt. or this can be work done for Private sector organization. If that is the case will the private sector work carry the same weightage or would it be less than the work showcased for Central/State Govt..	Government programmes will be given more weightage as compared to private sector. However, relevant experience in both public and private sector will be considered.
d)	With reference to Section 2, Page 29, Evaluation of proposal	In the technical bid we would request for addition of work done for International multi-lateral funding agencies like World Bank, USAID etc./ Quasi government agencies and not for profit institutes	Reputed agencies like World Bank, ADB and programmes like NACO, Pulse Polio etc will be treated as par with Government agencies.
e)	With reference to Section 2, Page 31, POINT 10: Core Team Composition	Please clarify if any dedicated resources need to be stationed out of IPA for the programme? What should be their expertise and how many members need to be present?	Two people 1) PR & 2) Writer needs to be stationed at the Ministry
f)	With reference to Section 2, Page 22, POINT 3: Key Deliverables	How many events is IPA willing to participate this year?	There is no ready events calendar, however the agency is free to suggest events to enhance the brand Sagarmala. If there is an event that the Ministry wants to participate, the agency is required to submit designs only, all the other production costs will be paid as per the actuals.

g)	With reference to Section 2, Page 22, POINT 3: Key Deliverables	If IPA is organizing any event, what is the target number of audience it is expecting?	The number of audience depend upon the kind of event it will be organizing, for eg, for a normal workshop on Sagarmala 200-250 people. However it won't be viable to put a number as of now.
h)	With reference to Section 2, Page 29, Evaluation of proposal	Can an agency submit case studies done globally for any government project?	Only relevant global experience will be accepted.
i)	General Query	If you can please give us an approximate number of press conferences and project launches happened last year.	Last year we had around 20-25 press conferences and around 20 project launches. However these are not to be taken as absolute numbers for the bidding process as they may increase as per requirement.
k)	With reference to Section 2, Page 22 POINT 3: Key Deliverables	Under deliverables in brand awareness (Advts), it is mentioned as 15 campaigns per year. Please clarify if it means 15 creatives	The number provided is for campaigns, however it's a tentative number and can increase. Also, it must be noted that at least 5 options need to be submitted when required for selection. Long term campaigns if any will be decided by the Ministry. The agency can provide a proposal for the same.
l)	With reference to Section 2, Page 22 POINT 3: Key Deliverables	For e-mailers and newsletters, please clarify if it includes disseminations as well, besides designing and developing the same	No, only designing and development (including writing stories) only. Printing and physical disseminations is required will be done on an actual basis.
j)	With reference to Section 2, Page 22 POINT 3: Key Deliverables	Under conferences/seminars, please clarify if 12 indicate 4 NSAC conferences/meetings and 8 other conferences/events which we are open to identify and participate	The numbers provided are tentative and may increase or decrease.

k)	With reference to Section 2, Page 22 POINT 3: Key Deliverables	Under 3rd party articles, it mentions 1 article per week. Please clarify if publications can be both English and regional language publications as well	The article to be published should be in the main stream media (English/Hindi). Regional media can also be engaged but separately.
L)	General Query	Do all the members whose CV will be submitted, required to be present during the presentation to the committee?	The presence of all the members is not mandatory. However, if the agency feels it helps their presentation they can bring all the key members.
m)	With reference to Section 2, Page 22, POINT 3: Key Deliverables	How many events will IPA be executing in the coming year?	There is no ready events calendar, however the agency is free to suggest events to enhance the brand Sagarmala. If there is an event that the Ministry wants to participate, the agency is required to submit designs only, all the other production costs will be paid as per the actuals.
n)	With reference to Section 2, Page 22, POINT 3: Key Deliverables	Will these be exhibitions or standalone event?	Last year we participated in both exhibitions and standalone events.
o)	With reference to Section 2, Page 22, POINT 3: Key Deliverables	For Exhibition – we would require tentative details of the exhibition and space allocation	Details of the vents and layout and space details will be given in advance.
p)	With reference to Section 2, Page 22, POINT 3: Key Deliverables	For Standalone events – we would need the number of guests invited for the event	Details will be provided in advance
q)	With reference to Section 2, Page 22, POINT 3: Key Deliverables	Which locations would each press release be disseminated? Would it be multi-location? And roughly how many languages will the press releases be disseminated under?	The Ministry normally releases its press release through PIB. However, the agency is expected to use its resources and provide lager coverage. The release will be in English, Hindi & vernaculars

r)	With reference to Section 2, Page 22, POINT 3: Key Deliverables	Under the Social Media campaign on Facebook & Twitter, how many handles would be required to be managed? Please quantify.	Two face book pages and two twitter handles. Additional social media like linkedin, instagram etc needs to be created.
s)	General query	We would also request for a 15 days extension to submit the bid document.	The date of submission of technical and financial proposal has been extended. The new date for submission of proposals is 13/10/17.