

INDIAN PORTS ASSOCIATION
Clarification of Pre-Bid Queries

E-request for Proposal (eRFP) for Appointment of PR & Social Media Agency for the Sagarmala Programme

IPA/GAD/Sagarmala/PRSM/2018

Dt. 11.01.2019

S.No	Clause Description	Details of Item per Tender Requirement	Query/ Suggestion	Clarifications
M/s Teamwork Communications:				
1.	Point III of Clause B under Section 2 on Page 22	Media Prioritization: Evaluating and prioritizing key media for each activity. Choosing between Social media, influencer outreach, mass media (print, electronic, social media etc.) for each initiative, depending on markets, audience and desired outcome.	Who will bear the cost of the influencers used?	The agency will bear the cost of the influencer.
2.	Sub-Point ‘d’ of point 1 of clause C under Section 2 on Page 23	d. Managing all media events like press conferences, project launches, seminars, select briefings and one-on-one meetings	Who will bear the cost of the conferences collateral, place etc.??	The cost of venue and printing will be borne by the Ministry of Shipping.
3.	Sub-Point ‘e’ of clause E under Section 2 on Page 25	e. The Agency would be responsible for enhancing reach of messages and other Schemes of Sagarmala programme on various social media platforms through paid and non-paid media so that the content would reach to the last mile on internet domain in real time basis.	Who will bear the cost of the paid marketing ?	The cost of paid marketing, if any, will be borne by the Ministry of Shipping.
4.	Point a of evaluation table under clause 10 of Part II of Section 2 on page 35	Gross annual turnover of the firm (as an average of last 3 Financial years’ ending with FY- 2017-18 revenue in India)* Turnover Rs. 5 Cr - Rs. 10 Cr : 6 mark Turnover Rs. 10 Cr - Rs.15 Cr : 7 marks Turnover Rs. 15 Cr – Rs. 20 Cr : 8 marks Turnover Rs. 20 Cr – Rs. 30 Cr : 9 marks Turnover >Rs. 30 Cr : 10 marks	As requested in the meeting, please consider bringing down the revenue to 3-5 Crore	Gross Annual Turnover has been reduced to a minimum of 3 crores as an average of last three financial years. The new marks are as follows:

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				Turnover Rs 3 Cr- 5Cr- 5 Mark Turnover Rs. 5 Cr - Rs. 10 Cr : 6 mark Turnover Rs. 10 Cr - Rs.15 Cr : 7 marks Turnover Rs. 15 Cr – Rs. 20 Cr : 8 marks Turnover Rs. 20 Cr – Rs. 30 Cr : 9 marks Turnover >Rs. 30 Cr : 10 marks
M/s Ad Syndicate				
1.	Point ‘i’ of 12.1 under clause 12 of Section 1 on page no 13	An EMD of Rs. 2,50,000.00 (Rupee Two Lakh fifty thousand only), in the form of Demand Draft(DD) drawn in favour of Indian Ports Association, payable at New Delhi has to be submitted along with the proposal	Those agencies who had MSME Certificate are they exempted from EMD (i.e 2 lakh fifty thousand) and tender fees (10K)	Yes. The MSME Certificate should be submitted.
2.	Point 13.3 under clause 13 of section 1 on page 16	13.3 Application must submit: Technical proposal: Scanned copies of Technical Bid shall be submitted on e-Procurement Portal (CPPP) https://eprocure.gov.in/eprocure/app in the First Cover (Technical Bid) and also two hard copies (one original + one copy) and along with 2 soft copies in word & pdf format in Pen drive. This outer envelope shall bear the submission address, reference number be clearly marked “DO NOT OPEN, BEFORE-1530 Hrs. of 14.01.2019”.	Is the hard copies/physical also have to submit for the same?	Yes

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		<p>■ Financial Proposal: The Financial bid should be submitted Online only as per the Price Schedule given in Section 3 Financial Proposal and attached in PDF format in e-procurement Portal only (CPPP) https://eprocure.gov.in/eprocure/app. Any Indication of ‘Quoted Price’ in the online technical Bid documents shall lead to rejection of the bid outright. For evaluation purpose the uploaded offer documents will be treated as authentic and final .No hard copy of financial Bid shall be submitted. The price Bid submitted through e-procurement mode only will be taken up for the purpose for evaluation. Please refer Annexure-III for further details.</p>		
M/s PR Professionals				
1.	<p>Point ‘a’ of evaluation table under clause 10 of Part II of Section 2 on page 35</p>	<p>Gross annual turnover of the firm (as an average of last 3 Financial years’ ending with FY- 2017-18 revenue in India)* Turnover Rs. 5 Cr - Rs. 10 Cr : 6 mark Turnover Rs. 10 Cr - Rs.15 Cr : 7 marks Turnover Rs. 15 Cr – Rs. 20 Cr : 8 marks Turnover Rs. 20 Cr – Rs. 30 Cr : 9 marks Turnover >Rs. 30 Cr : 10 marks</p>	<p>The size of turnover under mentioned criteria’s will give edge to agency involved in advertising and other similar high budget activities. We request you to please reduce it to INR 1.5 Crs as an average of last 3 years revenue in India. Also the turn over criteria should consider the turnover only from PR and Social media work.</p>	<p>Gross Annual Turnover has been reduced to a minimum of 3 crores as an average of last three financial years. The new marks are as follows:</p> <p>Turnover Rs 3 Cr- 5Cr- 5 Mark Turnover Rs. 5 Cr - Rs. 10 Cr : 6 mark Turnover Rs. 10 Cr - Rs.15</p>

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				Cr : 7 marks Turnover Rs. 15 Cr – Rs. 20 Cr : 8 marks Turnover Rs. 20 Cr – Rs. 30 Cr : 9 marks Turnover >Rs. 30 Cr : 10 marks
2.	Point no PQ3 under clause 6 of Section 2 on Page no 32	<p>Geographic Presence: Bidder should have Multi-State presence and have offices in at least four major cities as on the date of RFP</p> <p>Details of the office locations in India and confirmation by the authorized signatory of bidder</p>	Bidding Agency should provide GST Certificates for Minimum Presence Criteria i.e for 4 Offices, 4 different GST certificates.	Bidding Agency should provide GST Certificates for Minimum Presence Criteria i.e for 4 Offices, 4 different GST certificates.
3.	Point ‘1c, 1d, 1e’ of evaluation table under clause 10 of Part II of Section 2 on page 35	<p>1c. Sample of articles, interview, social media posts & videos made for government events (no event recording shall be considered for evaluation, more than one clip for a particular campaign will be treated as one.), 5-7 relevant stories/ articles/interviews :5 marks 8 or more stories/ articles/interviews :10 marks</p> <p>1d. Public Relation & Social Media & relative work shall be considered for evaluation with adequate supporting documents)</p> <p>Sample for four Project :3 marks Sample for five Projects :5 marks</p>	<p>Total points for this section is 50, which largely focus on Social Media. We request you to divide it equally i.e 25 marks for PR and same for Social media.</p> <p>For sighting there experience in Public Relations & Social media, companies should submit atleast two work orders (past or current), for its work done/ been done for a Government department or a PSU as / under retainer ship model.</p>	<p>The marking has been distributed equally between social media and PR. However, the marking for stories/articles/interviews have been changed as follows:</p> <p>Upto 5 relevant stories/ articles/interviews :5 marks +1 marks for each additional stories/ articles/interviews upto maximum 10 marks :10 marks</p> <p>1d. Public Relation & Social Media & relative work shall</p>

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		<p>Sample for more than five Projects :10 marks</p> <p>1e. Experience of providing graphic design services for social media and promotion material for Central / State Government Programmes</p> <p>For each programme : 2 mark, >5 programmes : 15 marks)</p>		<p>be considered for evaluation with adequate supporting documents)</p> <p>Sample for four Project :4 marks Sample for five Projects :5 marks For each additional project +1 marks each, maximum 10 marks :10 marks</p> <p>Kindly note that only completed projects with proper completion certificate/undertaking will be considered for evaluation.</p>
M/s Square Communications				
1.	Table under Clause 2 of Section 2 on page 28 & 29	Key Deliverables	want to know under which section it will come:- Press releases social media ,then who will float the these newsletter and on which database	Database of the newsletter will be provided by the Ministry.
2.	Point 2 of Table under Clause 2 of Section 2 on page 27 & 28	Online Digital & social Media Campaign	Creation of new verified pages for LinkedIn,Instagram, YouTube and any other platform of relevance - verification option is not available for every medium, and department's help.	The social media pages needs to be made by the agency, verification of the pages will be done by the Ministry
3.	Point 'e' under clause 8.4 of 8 of section 1 on page no 12	Please note that the CVs submitted will be taken as the final team for this project, any replacement made will have to be matched by the domain expertise and	Any replacement made will have to be matched by the domain expertise and experience of the person to be replaced. In case of replacement, five	In case of any replacement, the agency will be fined a penalty worth 5% o the monthly fee for the month

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		experience of the person to be replaced. In case of replacement, five percent of the monthly retainer will be deducted.	percent of the monthly retainer will be deducted. Note:- Please clarification 5% penalty clause.	in which replacement has taken place to prevent against frequent changes.
M/s Goldmine Advertising Ltd				
1.	Point 'i' of 12.1 under clause 12 of Section 1 on page no 13	An EMD of Rs. 2,50,000.00 (Rupee Two Lakh fifty thousand only), in the form of Demand Draft(DD) drawn in favour of Indian Ports Association, payable at New Delhi has to be submitted along with the proposal	Is there any MSME exemption ? If not can the agency submit Bank Guarantee instead of DD. Please clarify	Yes. The MSME Certificate should be submitted.
2.	Sub-Point 'd' of clause E under Section 2 on Page 25	The Agency would develop and upload on various social media platforms, creative content or adapt the already available creatives. The content includes but not limited to banners, videos, infographics, graphics, animation, success stories etc.	The raw content for videos like recordings, or events coverage would be provided by IPA? Would these videos be animation etc? What is the frequency & duration of these videos? Please clarify	The videos will be provided by the Ministry. In case of any animation (normal 2D, GIFs,) the agency needs to make it. The videos will be needed for social media platform and other usage. The frequency will be as per the need of the Ministry.
3.	Point 2 of Table under Clause 2 of Section 2 on page 27 & 28	Online Digital & social Media Campaign Digital Media Advertisement Social Media campaign on Facebook & Twitter, Instagram, YouTube etc. Facebook & Twitter live during events & Interviews, creating short videos for video platforms like YouTube etc.	Would short videos is only during the events? What are the duration of these videos?	No, short video will be made for other campaigns as well. Videos will be provided by the Ministry of Shipping Video may last from 10 sec to 180 secs(min).
4.	Point '1d' of evaluation table under clause 10 of Part II of Section 2 on page 35	Public Relation & Social Media & relative work shall be considered for evaluation with adequate supporting documents)	What are the relevant documents that need to be submitted? Would PO's be considered , please clarify	completion certificates/letter from competent authority along with Work orders, campaign details will be

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		<p>Sample for four Project :3 marks Sample for five Projects :5 marks Sample for more than five Projects :10 marks</p>		<p>considered</p>
<p>5.</p>	<p>Point ‘2’ of evaluation table under clause 10 of Part II of Section 2 on page 35</p>	<p>2a) Quality of the proposed approach and methodology 2b) Quality of proposed work plan, i.e. how the bidder will undertake each task and time-schedules</p>	<p>Would this be submitted with the tender? If Yes, then please provide relaxation in this criteria as the approach & methodology are open to all the bidders.</p> <p>Please keep the presentation for later on the dates for the shortlisted bidders only.</p>	<p>Yes, this needs to be submitted at the time of bid submission.</p> <p>The presentation of the qualified bidders will happen in a later date.</p>
<p>6.</p>	<p>Point ‘5’ of Core Team Composition Table under clause 10 of Part II of Section 2 on page 37</p>	<p>Content Writer (from the Maritime sector)</p>	<p>Would all the resources be onsite? Also not all the agencies would have a specific maritime Expert on their Pay-roll. Please remove or amend this clause or keep this resource as a consultant</p>	<p>Yes the resources will be onsite.</p> <p>The Maritime expert will be on a full time basis. However, the agencies need not submit the resume of the Maritime Expert at the time of Submission of bids/ presentation. Once an agency is appointed, they need to bring an expert who will be interviewed by the Ministry of Shipping and then approved, in case the Ministry is not satisfied with the expert the agency needs to replace with suitable expert.</p>

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				15% of their monthly fee shall be deducted till such tie agency is able to depute a proper expert..