

Clarification to Pre-bid queries/corrections

Request for Proposal for Appointment of Media, Public Relations & Design Agency for Global Investor Summit – 2016, Jharkhand

M/s Adfactors PR				
S.No	Section/Page no	Content of RFP requiring clarification	Change/clarification sought	Clarification
1.	6 team composition Page no.34	Design Expert work experience includes: -Experience in preparation of press releases, news articles, messages, write-ups, articles, features in Hindi & English	A design expert wouldn't have experience in content writing. Requesting to remove this experience criteria. We also suggest that having a masters for design expert on location should be removed	<ul style="list-style-type: none"> The suggestion for experience of design expert is accepted. The experience of design expert may be read as: <i>"Graduate / Post Graduate in Design/ Animation/ Graphics with at least 3 year experience. Experience in conceptualization, design and development of creative knowledge products. Experience in development of Social Media content"</i> The suggestion for education qualification of design expert is self-explanatory.
2.	7.1 Technical Evaluation Page No. 38	Supporting Documents for Previous Experience	Requesting to add copies of contracts/agreements as a supporting document	The provision is self-explanatory.
3.	8.1 Proposal Covering Letter/Page No. 42 8.3 Financial Proposal Letter/ Page No. 45	Tender document No.	Tender document No. is missing in the RFP document. Requesting to add the tender document number	Tender documents number is:140261
4.	8.7 Team Composition/	Team Composition	Requesting clarification on	The provision is self-explanatory

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	Page 50 and 51		whether CVs of only the team mentioned on page 51 is required, or extended team composition details are required	
M/s RediffusionDentsu Y&R Pvt. Ltd.				
5.	Section 3.1 / Page 8	The Bidder should have prior experience of working with Central or State for providing its services like branding and marketing event, developing professional creative and visual imagery such as logo, brochures, advertisement, newsletters, flyers, banners and hoarding for at least 2 state level/national/global events or summits	Is it mandatory?	Refer S.No. 15 in this document
6.	Section 4.21 / Page 22	Onsite Deployment	What is the period of the members to be stationed in Ranchi	Please refer page No: 34-35, of the RfP regarding details on team composition and requirement for on-site deployment
7.	Section 4.28 / Page 24	The indemnity shall be to the extent of total Professional Fee in favour of the Department	It should be 50% Norms across Industry	No change is admissible.
8.	Section 4.31 / Page 24	Payment Schedule	a) Execution of Media Plan not mentioned. Whether it is DAVP or commercial rate. b) Payment of Media Invoices also not mentioned. c) Payment to any third Party vendor say for example TVC	The provision is self-explanatory

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			productions, language translations etc.	
9.	4.38.11 Taxes / Page 28	The Bidder shall pay service and other applicable taxes, if any, imposed on the Services under this Contract.	What about the Service tax on Media and Third Party Vendor Invoices	The provision is self-explanatory
10.	7 C/ Approach & Methodology (Technical Presentations) / Page no 39	C-1 /Roadmap and strategy for media & PR strategy development, management & execution.	Is there a brief to be given or the self-strategy approach to be applied	The provision is self-explanatory
		C-2 /Roadmap and strategy for design elements critical for the project		
M/s Edelman India Pvt. Ltd.				
11.	Section 3.1 / Page 7	Turnover from services given to Government The Bidder should have a minimum annual turnover of INR 2 Crore from Media, PR & Design work for Government/ Public Sector in India in each of the last 3 financial years (FY 12-13,13-14 and 14-15)	Turnover from services given to Government The bidder should have a minimum cumulative turnover of INR 2 Crore from Media, PR & Design work for Government/Public Sector in India in the last 3 financial years (FY 12-13,13-14 and 14-15)	The suggestion with regard to Turnover is accepted
12.	Section 3.1 / Page7- 8	Bidder Experience a) The Bidder should have been in the business of providing media strategy/ brand promotion/	Bidder Experience a) The Bidder should have been in the business of providing	No change is admissible.

S.No	Section/Page no	Content of RFP requiring clarification	Change/clarification sought	Clarification								
		multimedia design services/ similar services to State/ Central Government/ PSUs/ trade bodies/ private organizations in India for at least 5 years or more, from the date of submission of the tender	media strategy/brand promotion/ multimedia design services/ similar services to State/ Central Government/ PSUs/ trade bodies/ private organizations in India for at least past 1 year or more, from the date of submission of the tender									
13.	Section 3.1 / Page 8	The Bidder should have prior experience of working with Central or State for providing its services like branding and marketing of event, developing professional creative and visual imagery such as logo, brochures, advertisements, newsletters, flyers, banners and hoardings for at least '2 state level/national/ global events or summits'.	The Bidder should have prior experience of working with Central or State for providing its services like branding and marketing of event, developing professional creative and visual imagery such as logo, brochures, advertisements, hoardings for at least '1 state level/national/ global events or summits'.	The suggestion of the bidder is accepted								
Directorate of Industries, Jharkhand												
14.	Section 7.1, Table S. No C, Page 39	Distribution of marks for Approach and Methodology: <table border="1"> <tr> <td>C</td> <td>Approach & Methodology (Technology Presentation)</td> </tr> <tr> <td>C-1</td> <td>Roadmap and strategy for media & PR strategy development, management & execution</td> </tr> </table>	C	Approach & Methodology (Technology Presentation)	C-1	Roadmap and strategy for media & PR strategy development, management & execution	Correction by Directorate of Industries,	Distribution of marks may be read as follows: <table border="1"> <tr> <td>C</td> <td>Approach Methodology (Technology Presentation)</td> <td>&</td> <td>25</td> </tr> </table>	C	Approach Methodology (Technology Presentation)	&	25
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C-1	Roadmap and strategy for media & PR strategy development, management & execution											
C	Approach Methodology (Technology Presentation)	&	25									

S.No	Section/Page no	Content of RFP requiring clarification		Change/clarification sought	Clarification		
		C-2	Roadmap and strategy for design elements critical for the project	10	C-1	Roadmap and strategy for media & PR strategy development, management & execution	10
		C-3	Detailed Approach for planning & execution of <ul style="list-style-type: none"> • GIS – 2016 • Roadshows 		C-2	Roadmap and strategy for design elements critical for the project	5
		C-3	<ul style="list-style-type: none"> • Identification of key priority/ focus areas for strategy • Campaign ideas and planning • Sample creative work 	5	C-3	Detailed Approach for planning & execution of <ul style="list-style-type: none"> • GIS – 2016 • Roadshows 	5
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