

**Assam Skill Development Mission**

**Response to Pre-bid Queries:**

**Date: 16.09.2017**

S.No.	Clause / Criteria as per RFP	Suggestion received during Pre – Bid Meeting	ASDM's response
1	<p><b><u>Eligibility Criteria 4b</u></b> The agency should have full accreditation with INS and should be registered with Prasar Bharti</p>	<p>INS and Prasar Bharti accreditation used to be mainly required for releasing in national newspapers and television. Local publications and television channels work with non-accredited agencies also. More so, the scope of work is much beyond just advertisement release work. Most major creative &amp; PR agencies today do not have these accreditations as it is not required / relevant in the current scheme of 360 degree campaign design, creative and PR management including online media.</p> <p><i>Our request is to remove these criteria as it will only limit the number of agencies that can participate in this tender and serve as an entry barrier to a lot of otherwise competent agencies.</i></p>	<p><b><u>Clarification with respect to Eligibility Criteria 4b</u></b> In view of the suggestion received Criteria 4b has been changed from mandatory to <b>desirable</b>.</p> <p>Any agency which does not have full accreditation with INS / registered with Prasar Bharti shall also be considered eligible for this point.</p>
2	<p><b><u>Eligibility Criteria 4c</u></b> The agency should have experience of dissemination in both electronic and print media of at least 5 government / public sector undertaking campaigns in last 3</p>	<p>The number of campaigns mentioned herein (i.e., 5 campaigns) is on the higher side as most Government / PSU Departments have started such promotional activity only recently and most local agencies would not have the specified number of campaigns to their credit. <i>Our request is to remove the minimum number of campaigns required or at least reduce it to 1 campaign for the sake of experience with</i></p>	<p><b><u>Revised criteria 4c</u></b> The agency should have experience of dissemination in both electronic and print media of at least 5 government / public sector undertaking / <b>private</b> campaigns in last 3 years. <b>Out of the 5 campaigns at least 1 should be with government / public sector undertaking</b></p>

S.No.	Clause / Criteria as per RFP	Suggestion received during Pre – Bid Meeting	ASDM's response
	years	<i>Government as it will only limit the number of local agencies that can participate in this tender.</i>	
3	<b><u>Eligibility Criteria 4e</u></b> Experience of disseminating in any media in at least two state wide campaign in the last three years for any government / public sector undertaking with a minimum single order value of Rs. 10 lakh/-	The minimum single order value mentioned herein (i.e., Rs. 10 lakh/- ) is on the higher side as most Government / PSU Departments have started such promotional activity only recently and most campaigns would not have that minimum single order value. <i>Our request is to remove the minimum single order value or atleast revise the same to cumulative order value of Rs. 10 lakh/- as it will only limit the number of local agencies that can participate in this tender.</i>	<b><u>Revised Criteria 4e</u></b> Experience of disseminating in any media in at least two state wide campaign in the last three years for any government / public sector undertaking with <b>cumulative</b> order value of Rs. 10 lakh/- or more.
4	<b><u>Eligibility Criteria 4f</u></b> Annual Turnover of minimum Rs.5,00,00,000 (Rupees Five Cores) in each of the last 3 financial years.	The minimum annual turnover mentioned herein (i.e., Rs. 5,00,00,000/-) is very much on the higher side and would severely restrict the number of local agencies that can participate in this tender. <i>Our request is to reduce the minimum annual turnover to Rs. 1,00,00,000/- (Rupees One Crore) so as to enable more number of local agencies to participate in this tender and provide you with more choices of the best services possible.</i>	<b><u>Revised Criteria 4f</u></b> Annual Turnover of minimum <b>Rs.1,00,00,000 (Rupees One Crore)</b> in each of the last 3 financial years.
5	<b><u>Eligibility Criteria 4j</u></b> Empanelment as creative agency with minimum 5 (five) nos. of government and public sector undertakings during last five years.	The minimum number of empanelment mentioned herein (i.e., 5 nos) is again on the higher side as most Government / PSU Departments have started such promotional activity only recently and most local agencies would not have the minimum number of empanelment required to participate. <i>Our request is to reduce the minimum number of empanelment required to 3 (three) nos., so as to</i>	<b><u>Revised Criteria 4j</u></b> Empanelment as creative agency with minimum 1 (one) no. of government and public sector undertakings during last five years.

S.No.	Clause / Criteria as per RFP	Suggestion received during Pre – Bid Meeting	ASDM's response
		<p><i>enable more number of local agencies to participate in this tender and provide you with more choices of the best services possible.</i></p> <p><i>The Mission will still retain the right to evaluate the participating agencies basis their Technical and Financial Bid.</i></p>	
6	<p>Clarification requested on point number 3 in Fin 2 – Financial Proposal Submission Form, for the rates required for Dissemination in Print Media wherein the DIPR rates of major newspaper are to be quoted.</p>	<p>Kindly suggest / clarify if the rates are requested for national or local newspapers</p>	<p>Rates for points 3, 4 and 5 stated in “FIN 2 – Financial Proposal Submission Form” are not to be provided / quoted by the interested bidder.</p> <p>Dissemination with respect to Print Media, Broadcast media and Radio is deleted from scope. All dissemination related works shall be done as per DIPR rates.</p>
7	<p>Clarification on point 6 D in Fin 2 – Financial Proposal Submission Form for the rates on Content Development.</p>	<p>Request you to provide the size of the article required for ASDM in order to quote the rate accordingly.</p>	<p>The rates are to be provided for an article of 150 words.</p>
8	<p>Clarification on point 6 E in Fin 2 – Financial Proposal Submission Form for the fees for placing advertisement on Facebook, Google, You Tube, SMS over actual advertisement spends.</p>	<p>Request you to provide the number of Facebook Post, Number of Post on You Tube, number of Google Advertisement, number of SMS required each day or each month so that the rates may be quoted accordingly.</p>	<p>Fees for placing advertisements on Facebook, Google, YouTube, SMS, etc. over actual advertisement spend <b>is not to be specified by the interested bidder</b>. Any cost incurred for this activity shall be paid on actuals.</p>
9	<p>The Technical Scoring</p>	<p>Request you to incorporate the criteria / condition,</p>	<p>No Change</p>

S.No.	Clause / Criteria as per RFP	Suggestion received during Pre – Bid Meeting	ASDM's response
	Criteria and the Proof to be submitted (as per Tech 5) is based on the sample of work that was done for Government or Public Sector Undertakings	wherein the organization can share the relevant experience (Work Orders) and samples which they have done with the private sector organizations of substantial repute as well.	
10	The Technical Scoring Criteria requires the relevant proof along with the samples requested to be shared in the Technical Scoring Criteria	Kindly clarify/suggest if the relevant samples may be shared in soft copy in a CD wherein the creatives may be given in a word document / jpeg, with captions explaining the same.	Yes relevant samples may be shared in soft copy in a CD wherein the creatives may be given in a word document / jpeg, with captions explaining the same.
11	<b>FIN 1</b>	NA	Kindly note that “FIN 1 – Financial Proposal Submission Form” <b>is not to be submitted</b> by the Interested bidders
12	<b>Point 2A of Electronic Media</b> Production of Audio Visual for TV Commercials & Social Media	NA	Specify rates for 30 Seconds, 60 seconds and 120 seconds <b>individually</b> and not as a combined rate
13			Kindly note that for Financial Evaluation the Proposals the following points in the rate card shall be considered: <b>1.</b> Print Media (Points A to F) <b>2.</b> Electronic Media (Points A to D) <b>6.</b> Digital Media / Social Media (Points A to D). Kindly note that no rates are to be provided/quoted for <b>3.</b> Dissemination in Print Media, <b>4.</b> Dissemination in Broadcast Media and <b>5.</b> Dissemination in Radio.

S.No.	Clause / Criteria as per RFP	Suggestion received during Pre – Bid Meeting	ASDM's response
			<p><b>6E.</b> Fees for placing advertisements on Facebook, Google, YouTube, SMS, etc. over actual advertisement spend <b>is not to be specified by the interested bidder.</b> Any cost incurred for this activity shall be paid on actuals.</p>
14	EARNEST MONEY DEPOSIT	Every applicant participating in the bidding process must furnish the required earnest money deposit (EMD) of Rs.1,00,000/-.	The Earnest Money Deposit has been revised to Rs. 50,000/-

(Anand Prakash Tiwari, IPS)  
Mission Director,  
Assam Skill Development Mission  
Assam, Guwahati