

IPA Pre-Bid Queries-Compiled
Appointment of Multimedia Creative Agency for Sagarmala Programme

<u>S.no</u>	<u>Company Name</u>	<u>Query/ Suggestion</u>	<u>Clarifications</u>
1	R K SWAMY BBDO Pvt. Ltd.	Are Creatives also required for the submission?	Creatives from past work are to be submitted for assessment of the bidder. However, if the bidder wishes to submit sample designs for this project they can do so.
		Would you like to include / conduct Communication Need Assessment under Scope of Work	Communication assessment need is not required, however, according to the RFP section2 A-1 creating stakeholder mapping to relevant stake holder and brand touch points for developing branding plan is required.
		Can you please share with us the data on stakeholder mapping done by you?	No its premature and at this time it may not be required to share data.
		Regarding non-sharing of the confidential data; will it be on company's letterhead?	The non-confidentiality clause has to be submitted by the bidder company on its letterhead.
		As we understand for the Financial Bid, we are only required to quote cost for Professional Fee apart from Fixed cost and regarding travel cost it will be based on our assumption on number of travel envisaged in one year. The Financial bid will not include any media cost, production cost, event / conference/ seminar costs and any third party costs. Kindly confirm	As per FP-2, out of pocket expenses will be reimbursed on an actual basis. Any media cost, production cost, event / conference/ seminar costs and any third party costs are not included.

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2	GREY Group	There is no mention of TVC production in the RFP – key deliverables section. Does that mean we will not present any creatives regarding the same. Also, no costings for the same to be submitted	Section 2 (A) of the RFP clearly mentions the need for a 360 degree plan. TVC samples can be included in the proposal. The agency need not include the cost of production at the time of proposal submission
		Regarding the Financial Proposal section under FORM FP2 – C. OUT OF POCKET EXPENSES, it is mentioned that we need to specify the cities. How will that work? Kindly advice.	Out of pocket expenses will be reimbursed on actual basis.
		Eligibility of Association of Consultants and Sub-Consultants : For evaluation purpose do each member of the consortium has to share their financial and other eligibility documents for evaluation? (Organizational Capacity)	Yes, each member of the consortium needs to share their financial and technical details in the proposal.
		Any separate agreement with the sub-contracting party needs to be signed or required by IPA?	As per section 1 , clause 3.2 all the members of the associations of consultants of needs to sign the contract with IPA. No separate agreement needs to be signed.
		Are we required to share only one Annual Retainer Fees which will be paid every month?	Yes, you need to submit only the annual retainership fee

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		FORM FP2 – C. OUT OF POCKET EXPENSES - How do we calculate the fixed cost and OOP's since we do not have the exact location and other information's	The out of pocket expenses will be reimbursed on actual basis.
		In the section where you have mentioned Professional fees, what does Professional fees include? Does it include all the key deliverables? Also, how do we calculate Fixed Cost	Professional fee will include the fee charged for scope of work and key deliverables mention in Section 2 of the RFP. Any out of the pocket expense will be reimbursed.
		Fee which is to be quoted is only for Strategy against the key deliverables mentioned in RFP. Any cost in the implementation out of pocket expenses will be reimbursed by IPA?	Financial bid to be submitted will comprise of the scope of work and key deliverables mention in Section 2 of the RFP. Any out of the pocket expense will be reimbursed.
		Can we provide unaudited figures for 2015-16 Balance sheet certified by CA	Yes you can provide provisional balance sheet certified by a CA for the year 2015-16
3	Goldmine Advertising	<p>As per you above RFP you have asked for EMD of Rs.2,50,000 (Rupees Two Lakh Fifty Thousand Only) and tender document fee of Rs.10,000(Rupees Ten Thousand Only)</p> <p>As per the circular issued by Government of India, Ministry of Micro, Small & Medium Enterprises, Office of the Development Commissioner (MSME), EP&M Division with F.No. 22(1)/2003/EP&M dtd. 29.07.2003. Agencies</p>	The certificate is to be submitted to IPA for review before submission of the proposal. The final decision regarding this will be taken by IPA/Ministry of Shipping.

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		<p>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>	
4	Garuda Advertising	Please confirm if we have the necessary exemption from NSIC, Govt. of India, as per attached letter, then there would be no need to submit the specified EMD for this tender.	The certificate is to be submitted to IPA for review before the submission of the proposal. The final decision regarding this will be taken by IPA/Ministry of Shipping.
5	Crayon advertising	Turnover of 2015-16- As final audited results are yet to come, can we submit the provisional certificate for this FY.	Yes you can provide provisional balance sheet certified by a CA for the year 2015-16
		Do we have to submit the Technical scoring point table mentioned in Point 10 Evaluation of proposals	No. It is for reference purpose only.
		What would be the Financial quote amount , would it be per month or per annum?	The financial bid to be quoted should be on per annum basis.

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		What is undertaking regarding non-failure to perform mean?	As per section 3 (3) the bidder has to submit an undertaking regarding non-failure to perform in the past three year in any of the projects they have undertaken. This has to be submitted in the letter head of the bidder.
6	Percept Advertising	Although, it has been informed to us that extension of date would not be possible, we have reviewed the date as 12 th July internally and would request for the extension of the date to 18 th July.	No extension will be provided for the submission of proposal.
7	Ogilvy	Who are the stakeholders? Please clarify this in detail.	Many stakeholders have been identified under the programme including, Various Ministries under Govt , state govts, participating developers, foreign investors etc however a clear as in Section 2 A (i) in the proposal, mapping as per communication , relevant content and brand touch point will be required.