

**Response to Pre – Bid Meeting for Appointment of Media & Design Agency for Maritime India Summit,2016 held on
13th August 2015 at IPA, New Delhi**

SN	Name of the bidder	RFP Ref	RFP clause	Clarification sought by the consultant/ applicant/ bidder	Response by IPA on the clarification sought
1	APCO Worldwide	Clause 10, Page 11	The Agency shall fully familiarize themselves about the applicable to Domestic taxes (such as Value added, services, income taxes, fees, levies, etc) on amount payable by the employer under the contract. All such taxes must be included by the Agency in the financial proposal.	it says that all taxes must be included by the agency in financial proposal and On page no.41- Note no.2; says that financial proposal shall not include service tax. Could you please clarify more on the issue, whether service tax should be inclusive or exclusive?	The change is accepted. The sentence in clause 10 shall be read as below: "The financial proposal shall take into account all expenses and tax liabilities. For the avoidance of doubt it is clarified that all taxes (except service tax) shall be deemed to be included in the cost shown under different items of the Financial proposal." Applicable Service Tax will be reimbursed.
2		Clause 6, Sub-clause PQ1 (a), Page 20	Legal Entity: The bidder should be a Business Entity which would mean that the company is registered in India under the Companies Act 1956, or a partnership firm registered under the relevant and prevailing law relating to partnership firm in India, and operating for the last 10 years in Business Consulting, as of March 31, 2014.	What will be the criteria for consortium bidders and we would like to request for relaxation for bidders' existence in India to encourage more participation for the bid.	Please refer Clause 6 (PQ1 and PQ2) of the RFP
3		Section 3, Technical Proposal - Other Undertakings, Page 32	Please refer RFP	Should agency submit all undertakings on stamp-paper? Please advice.	The applicant may submit these undertakings in on their Letter head duly signed and self-certified by the Authorized Signatory.

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4		Form FP-2, Page 43	Financial proposal; Domestic & International roadshows	Agency's role in road shows is not prescribed, hope scope of work for agency will be limited to branding and PR only and not event management. Please clarify	Please refer Clause 2 "Scope of Media & Design Partner's services" and revised clause and refer to Addendum No 1
5		Form FP-2A, Page 44	Estimated printing cost for standard printing of the listed marketing collaterals	Estimated quote for printing of collaterals / marketing collaterals cannot be given at this stage because it is depending on size of paper, quality and additional printing innovations, Remark- We Request you to make it not mandatory.	As per RFP, please refer to Addendum No 1
6		Form FP-2, Page 43	Financial proposal; Domestic & International roadshows	Should the agency fee be inclusive of the cost of the roadshows or will it be picked up separately from the bidders' fee?	Please refer Form 2P Note 1
7		Clause 6, Sub-clause PQ 2 (a), Page 22	Profit & Loss account and Balance Sheet / statement showing revenues for 3 financial years FY 2012-13, FY 2013-14 and FY 2014-15 certified by CA	Profit & Loss account and Balance Sheet / statement showing revenues for 3 financial years FY 2012-13, FY 2013-14 and FY 2014-15 certified by CA Remarks- Can we send/e-mail the final statements to IPA in a sealed cover separately (not as a part of the Technical Proposal) as at APCO Worldwide, these statements are not disclosed and shared. Remark – As audit is underway can we submit CA's certificate for the financial accounts for 2014-15?	Please refer RFP Clause PG2 under Clause 6 Pre-qualification criteria.
8	Ventures Advertising Pvt Ltd	Section 1, Clause 12.1 Subclause (i)	An EMD of Rs. 1,00,000.00 (Rupee One Lakh 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.	We are NSIC registered, where in we have Exemption from Payment of EMD/ Tender document fees. So, please clarify that we are exempted or not?	As per RFP

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9		Form FP-2A, Subclause -1, Page 44	Advantage India – the curtain raiser film to be showcased in the road shows and Main Event (approx. 5 mins) + Shorter video clips to be showcased during the event (approx. 1-2 mins) Quantity of Production:- 1+1	approx idea in Production Cost	Applicants are required to estimate Production Cost.
10		Form FP-2A, Subclause -2, Page 44	Pre-Event Teasers (Pre-event brochure) Quantity of Production:- 5000	Size /Paper & page is not mentions	Please refer to Addendum No 1
11		Form FP-2A, Subclause -4, Page 44	Sector and sub-sector specific brochures/flyers- investment profile(s) of maritime sector in India (investment opportunities in each sub-sector, project details, scope for private sector participation, etc.) Quantity of Production:- 5000	Size /Paper & page is not mentions	Please refer to Addendum No 1
12		Form FP-2A, Subclause -5, Page 44	Exhibition Layout Quantity of Production:- 1	Size /Place & Venue Details is not mentions	Please refer to Addendum No 1
13		Form FP-2A, Subclause -6, Page 44	Exhibition Catalogue (approx.. 150 pages of A5 size)	Paper/Language/ Colour-B/w, etc. is not mentions	Please refer to Addendum No 1

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14		Form FP-2A, Sub clause - 7, Page 44	Advantage India Maritime Handbook for Investors – highlighting investment attractiveness of maritime sector in India (sub-sectors, key locations, capacities, key players, current policies); (A4)	Size is not mentions	Please refer to Addendum No 1
15		Others		Media Plan is not given	Applicants are required to submit Media Plan
16		Others		PR plan is not given	Applicants are required to submit PR Plan
17	Lowe-Lintas, Lintas India (P) Ltd	Page 01		second paragraph talks of promoting the summit across the globe. Can we have more precise definition of the primary market and secondary market herein	Please refer to Addendum No 1
18		Page 14		Section 2.1 (B) and (C) state about PR activities around domestic and international markets and local, national and international media. A more precise definition in absence of a media budget, will help the agencies a lot	Please refer to scope of work at Clause 2 Scope of Work and to Addendum No 1
19		Page 15		Section 2.4 PR activities:- it talks of PR conferences during the road shows and other promotional events related to Sagarmala project and MIS. Can we have a note on Sagarmala project and needs from communication agency for this project accordingly. Secondly, does the PR conferences happen only in roadshow cities or in all 13 media centers within the country. Similarly, where all press conferences are envisaged internationally. Is it only in the 04 roadshow cities / or	Please refer Concept Note on Sagarmala in Ministry of Shipping's Website - http://shipping.nic.in/ However, the RFP will be for Maritime Indian Summit, 2016. Please refer to Addendum No 1.

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				other key cities within the targeted countries as well.	
20		2.4 B		2.4B Press coverage :- is this relevant for national coverage only or international coverage as well.	Both
21		Page 22 Page 31	Proposal Submission Form TP - 2	first paragraph refers to "appointment of agency for evaluation of bids and selection of bidder for development of wind/ solar/ renewable energy power plant". Please suggest correct title for the assignment herein.	The change is accepted, The sentence shall be now read as follows: "Appointment of Media and Design Agency for Maritime India Summit 2016 "
22		Page 42		Table 02 :- all the elements in row 2,3,4,6, 7, 8,9,10,11,12,13, 14, 15,16,17,18,19 need detailed production specifications. In absence of the above, agency will have to make its own guestimates basis past experiences.	Please refer to Addendum No 1
23		2.1 (d)		Website	The Media agency is not required to create and maintain website. Please don't include any cost related to website
24		Clause 9 Page 22 and 3b at page 24		Technical Presentation	Applicants are required to submit their technical presentation along with Technical proposal. The technical presentation is scheduled on 2nd September 2015 from 10.30 AM onwards