

**Minutes of the Pre bid meeting for RfP for engaging a Professional Communication Agency (PCA), GoI held on 7.2.2020 at 4.00 p.m. in Conference Hall no. 243, Krishi Bhawan.**

A pre bid meeting was held on 7.2.2020 at 4.00 p.m. for RfP for engaging Professional Communication Agency (PCA) vide Tender No. **K-11053(5313)/1/2020-LH** uploaded on E-procurement system Government of India on 29-1-2020.

2. Representatives from following Professional Communication Agencies attended this meeting. The list of participants is enclosed (Annexure- I). They represented the following Communication Agencies:

1. M/S Perfect Relations
2. M/S INCL

3. Pre-bid queries sought by prospective bidders have been received through email by this Department. The queries of the Agencies have been noted. The response to the queries of the Agencies is given at Annexure II.

4. The meeting ended with a vote of thanks to the Chair.

## List of Participants (Pre Bid Meeting)

<b>S. No</b>	<b>Name</b>	<b>Party Name</b>	<b>Contact Number</b>	<b>E-Mail Address</b>
1	Sh. Deepyaman Mitra	Perfect Relations	9582495621	deepyaman.mitra@perfectrelations.com
2	Sh. Rakesh Kumar Jha	Perfect Relations	9873904595	rjha@perfectrelations.com
3	Sh. Rohit Kumar	INCL	9811779580	rohit@inclgroup.com
4	Sh. Amit Sexena	INCL	9891077782	amit@inclgroup.com
5	Dr. RG Bambal	DAHD	9868792726	rajendrabambal@hotmail.com
6	Sh. KPJ Gerald	DAHD	9968290932	kpjgerald.edu@nic.in
7	Sh. Amitava Bhattacharya	PMA	9899883099	amitava.bhattacharya@in.ey.com
8	Dr. Rajiv Khosla	DAHD	9810193241	rkhosla010@gmail.com
9	Dr. Sujit Nayak	DAHD	9717529337	sujit.nayak@nic.in
10	Dr. Anirban Guha	DAHD	9836341948	dranirban.dadf@gmail.com

## Annexure II

### Response of Queries from DAHD

<b>(A) Bidders Name : India News Communications Limited, Bidder email id: <a href="mailto:dhiraj@inclgroup.com">dhiraj@inclgroup.com</a>, Address: India News Communications Limited, B-121, Sector-71, Noida - 201303</b>				
<b>S. No.</b>	<b>Clause No and Page No</b>	<b>Content of RFP Requiring Clarification</b>	<b>Change Requested/ Clarification required</b>	<b>Response from DAHD</b>
1	Clause No - 2.6.5 in RFP, Pno-15	As per RFP - Page -15 (Clause No - 2.6.5 Sr. No. 4) regarding Turnover from services - Applicant (in case of single business entity)/ lead member (in case of consortium) should have minimum average annual turnover of Indian Rupees(INR) 10 (ten) crore from related business during last three financial years (FY 15-16, 16-17 & 17-18)	request for section 18-19/ Not asking 18-19 request for section 18-19 and remove 15-16	As per RFP - Page - 15 (Clause No - 2.6.5 Sr. No. 4) regarding Turnover from services - Applicant (in case of single business entity)/ lead member (in case of consortium) should have minimum average annual turnover of Indian Rupees (INR) 10 (ten) crore from related business during last three financial years (FY 2016-17, 2017-18 & 2018-19) <b>Corrigendum to be issued</b>
2	Clause No 2.3 page no 10	RFP Page No - 10 Clause no - 2.3 for Earnest Money Deposit (EMD) Rs. 6,00,000	request for section MSME firm exemption shall be allow/ Our Agency belonging from MSME certificate so exemption most be allow as per govt. act for registered MSME firm	MSME Guidelines are for the goods production units where as Professional Communication Agency (PCA) is imparting services and services do not fall under ambit of MSME.
3	Page no -49 From-B Fixed Price Bid	Page No -14 Summary of Cost for Cost against manpower deployment	Either the deployment of Manpower in-house at your office or outside/ Regarding Clarification	As per RfP Pno 72

**(B) Bidders Name :Zeno Group, Bidder email id: [ateet.singh@zenogroup.com](mailto:ateet.singh@zenogroup.com)**

S. No.	Clause No and Page No	Content of RFP Requiring Clarification	Change Requested/ Clarification required	Response from DAHD
1	5.1 and Pno-51	i. Formulation of creative vision / communication strategy for a period of three years for each of the programmes, and DAHD as a whole, to build on and amplify Livestock Sector schemes in domestic and international markets, as relevant.	Q. IF THE STRATEGY MIGHT CHANGE FROM TIME TO TIME, DO WE NEED TO FORMULATE A VISION/STRATEGY FOR 3 YEARS PER PROGRAMME?	A vision strategy can be developed for 3 yrs as per RfP subject to any updation from DAHD
2	5.1 and Pno-51	ii. Given the fluid nature of the programmes, the communication strategy is likely to be revised from time to time, during the monthly reviews, based on changing ground realities. Accordingly, the creatives and dissemination plans might need to change. This will be done at the same cost, unless there is a significant increase in the scope of work and deliverables, the same to be decided mutually by the programme /DAHD and the agency.	nil	-
3	5.1 and Pno-51	iv. Design and production including script (copy writing) of communication and creative elements for print, TV, radio, online channels, and outdoor medium including other outreach initiatives for the period of engagement for identified themes and campaigns as decided by DAHD.	Q. WE WILL NEED DETAILING ON THE KIND OF COLLATERTAL THAT NEEDS TO BE CREATED – FOR E.G. – IF IT’S FOR PRINT THEN WHAT DO WE NEED TO CREATE? – A PRINT AD, A BROCHURE, A COFFEE TABLE BOOK? SIMILARLY, FOR ALL OTHER MEDIA WE WILL NEED DETAILS	The details will be provided to selected agency
4	5.1 and Pno-51	vi. DAHD portal content updation	Q. WHAT UPDATES WOULD THESE BE? CHANGE IN TEXT, ADDITION OF A PAGE, CREATION OF A SECTION / MICROSITE ETC	All type of changes, (mostly updation by DAHD)
5	5.1 and Pno-51	vii. Sustained outreach programmes - conceptualizations and	Q. WHO IS THE KEY TG? WHO IS THE SECONDARY TG – FOR	Farmers & beneficiaries under the scheme.

		ideations of outreach programs to effectively project benefits of Programme/ Sector amongst key target groups	EACH PROGRAMME. MORE DETAILS ARE WELCOME.	
6	5.1 and Pno-52	viii. Experiential design - creative strategy, design and supervision on programs and events where any of the missions and schemes will be the identified theme. DAHD will identify the execution and event agency for such programs and may consult with the hired agency.	Q. DO WE NEED TO ONLY CONCEPTUALISE IT? EXECUTION WOULD BE DONE BY EVENT AGENCY IDENTIFIED BY THE DAHD?	It may be both. The selected agency may be same or other agency may be involved.
7	5.2 and Pno-52	Strategy is as below:	Strategy is as below:	-
8	5.2 and Pno-52	• Approach to communication and public awareness strategy:		-
9	5.2 and Pno-52	• Situation analysis	• Understanding audiences and issues	-
10	5.2 and Pno-52	• Strategic direction	Q. IS THERE ANY RESEARCH THAT HAS BEEN DONE EARLIER TOO UNDERSTAND THE AUDIENCES AND THE ISSUES THAT THEY FACE	No. But DAHD has fair idea of the issues raised by audiences
11	5.2 and Pno-52	• Branding messaging		-
12	5.2 and Pno-52	• Roll-up branding	• Desired outcome	-
13	5.2 and Pno-52	• Communication framework:	Q. WHAT ARE THE KPIS	Will be communicated to selected agency.
14	5.2 and Pno-52	• Understanding audiences and issues		-
15	5.2 and Pno-52	• Desired outcome	• Communication content	-
16	5.2 and Pno-52	• Communication content	Q. NEED MORE CLARITY ON THIS	As per RfP
17	5.2 and Pno-52	• Communication matrix and channels		-
18	5.2 and Pno-52	• Social and behavior change communication	• Monitoring indicators	-
19	5.2 and Pno-52	• Monitoring indicators	Q. WHAT ARE THE KPIs FOR THIS?	Will be communicated to selected agency.
20	5.2 and Pno-52	• Branding framework		-
21	5.2 and Pno-52	• Understanding messaging and long-term vision	• Branding framework	-
22	5.2 and Pno-52	• Logo design philosophy	• Understanding messaging and long-term vision	-
23	5.2 and Pno-52	• Proposed Logo (for DAHD overall and other programmes)	• Logo design philosophy	-

24	5.2 and Pno-52	• Branding outcomes and monitoring	• Proposed Logo (for DAHD overall and other programmes)	-
25	5.2 and Pno-52	• Action plan	• Branding outcomes and monitoring	-
26	5.2 and Pno-52	• Quarterly action plan for branding and communications	Q. PLEASE SHARE KPIS THAT NEED TO BE TRACKED	Will be communicated to selected agency.
27	5.2 and Pno-52		• Action plan	-
28	5.2 and Pno-52		• Quarterly action plan for branding and communications	-
29	5.2 and Pno-52		Q. THIS STRATEGY / FLOW ABOVE NEEDS TO BE FOLLOWED FOR ALL DAHD + 5 PROGRAMMES?	The details of clause against question is raised is not mentioned.
30	5.2 and Pno-52	Reporting	Small documentary & Meme for social media of 60 seconds	-
31	5.2 and Pno-52	d. - Sr. no 4,5	Q. MEMES CAN ALSO BE STATIC. OR ARE WE LOOKIING AT ONLY VIDEO MEMES	As per RfP Videos and GIFs All types.
32	5.2 and Pno-52	Small documentary & Meme for social media of 60 seconds	Production of Flash based and GIF based animated collaterals	-
33	5.2 and Pno-52	Production of Flash based and GIF based animated collaterals	Q. BY FLASH DO YOU MEAN ANUMATED? AS FLASH IS OUTDATED	As per RfP
34	2.3.4 Pno-14	b. Category 2: A consortium of Business Entities (hereinafter referred to as —Consortiuml)	WE WILL ASSOCIATE WITH VENDORS ON AN ONGOING BASIS FOR THIS MANDATE. OUR ASSOCIATION WITH SUCH VENDORS WILL BE CONTRACTED ON PROJECT/ACTIVITY BASIS ONLY. DO SUCH ASSOCIATIONS FALL UNDER THE CATEGORY OF A "CONSOTIUM".	As per RfP (Clause 2.6.4)
35	2.6.5 Pno- 15	Should have 5 years experience in similar assignment (360 degree communication services) including experience in designing creatives and other collateral designs for publicity campaigns including government campaigns.	WE HAVE RELEVANT EXPERIENCE IN RUNNING 360 DEGREE COMMS PROGRAMS FOR BRANDS - PRIVATE SECTOR ENTITIES. WOULD LACK OF EXPERIENCE IN THE GOVT. SECTOR HOLD US AS NOT ELLIGIBLE FOR THIS MANDATE?	As per RfP
36	2.6.5 Pno- 15	Applicant (in case of single business entity)/ lead	OUR AVERAGE TURNOVER IS INR 930	As per RfP

		member (in case of consortium) should have minimum average annual turnover of Indian Rupees(INR) 10 (ten) crore from related business during last three financial years (FY 15-16, 16-17 & 17-18)	LAKH OVER THE LAST 3 YEARS. DO WE STILL QUALIFY?	
37	2.6.5 Pno- 15	Minimum Qualification Criteria; Only those agencies/ lead member empanelled with DAVP (Directorate of Advertising and Visual Publicity) should send their application against this RfP	DO THE AGENCIES UNDER THE PROCESS OF REGISTERING WITH DAVP ALSO QUALIFY?	As per RfP