

Hiring of Media Agency for Communication and Public Outreach

Pre Bid Meeting(16.02.2021)

The Queries raised by the agencies and the replies there upon are given below :-

Queries	Responses	Change in RFP
1	2	3
Kindly clarify if the MSME Agencies will be exempted from EMD?		NA
Page-8] EMD Is there any exemption for Medium enterprises under MSME act, If not can we submit BG instead of DD towards EMD	A bidder on submission of valid registration certificate as MSME along with form 1 will be exempted from submission of EMD as per provision of MSME D Act.	---
Media Strategy including Media Plan and its implementation – Please clarify shall this be limited to Print Media and Digital Media only or does BEE envisage TVC, Radio mediums Also?	Please refer RFP document. No further clarifications considered necessary	----
Page-11] Section-3 Scope of Work A3. Social Media Management - Management of BEE"s official social media tools and content development including the following: Point- 4 Quickies/Viral Videos of up to 180-sec duration • Which particular social media platform do we have to work on? Please specify the platforms links?	All popular platforms of social media will be covered .	---
In point 4 please explain what exactly do you mean by Quickies/Viral Videos? A viral	No clarifications considered necessary with reference to RFP content.	----

<p>video is subjected to people's choice and their response. There is no guarantee that any video will go viral after its release.</p>		
<p>Page- 11] Section-3 Scope of Work A4. Deployment of one mid-level executive at BEE for the contract period – The executive must be a Postgraduate with a diploma in advertising/Communication/Journalism/Media with a minimum of 5 years of working experience</p> <ul style="list-style-type: none"> • Does this resource is required at BEE office? If yes, one resource is required by BEE for full time? 	<p>Yes, one executive as specified is required at BEE office for full time</p>	<p>---</p>
<p>Page 11 A3. Social Media Management - Language rendition of Infographics Animated Gifs Language rendition of Quickies/ Viral Videos ?</p> <ul style="list-style-type: none"> • How many languages does the agency need to work on? • Animated Gifs - 5-6 seconds? Please specify the number of these gifs? Please share quantities for Monthly/day for infographics & gifs 	<ul style="list-style-type: none"> • As of now the Social Media content is released in Hindi and English. • The frequency of posts at present is 2-4 per day which may increase as per requirement. 	<p>---</p>
<p>Campaign Evaluation/Impact Assessment – Kindly suggest what would be the expectations from the Agency?</p>	<p>Please refer RFP document. DAVP rates and the other details as mentioned in RFP would be applicable.</p>	<p>---</p>
<p>Social Media Management – Please suggest how many posts/viral videos we are looking at per day</p>	<p>It is a regular activity of BEE on daily basis.</p>	<p>---</p>

<p>Please clarify if the production and release both be done through NDFC/DAVP/BOC or is it limited to release only?</p>	<p>Release of advertisement to be done through NDFC/DAVP/BOC whereas production of material to be undertaken as per DAVP approved rate.</p>	<p>Suitable amendment has been carried out at point 2 at page 13 of RFP</p>
<p>Kindly suggest if the Agency may assign some of the jobs to third party for production?</p>	<p>Please refer RFP document, no further clarifications is considered necessary.</p>	<p>---</p>
<p>Kindly clarify if the rates quoted for Designing of Brochure/Leaflet/Book/Annual Report shall comprise only designing part. We understand that the photography and travel charges may be charged at the time of finalization of the product separately</p>	<p>The rate to be quoted is for designing of Brochures/Leaflet/Book /Annual Report /. For Charges towards additional items like photography, travelling, etc please refer RFP Document.</p>	<p>---</p>
<p>Page 12 B4. Physical Event Management - Are there No. of participants?</p>	<p>No .of participants may vary from Event to Event .</p>	<p>----</p>
<p>B5. Virtual Event Management i. Website Designing & Hosting –</p> <ul style="list-style-type: none"> • Would the agency be given access to the BEE server? Or would the agency needs to host? • Any other activity required for the event (write name, if any) Please specify this 	<ul style="list-style-type: none"> • This activity has been removed from form 3 (Additional cost breakup) and accordingly RFP has been amended. • Bidder are advised to add, if any important activity is left out for Event Management, However, this may not be considered for total cost to be quoted . Accordingly Section 7.3 form 3 of RFP document is modified. 	<p>Removed from Section 7.3 form 3 : Virtual Event Management</p> <p>The other activity has been taken out of total cost.</p>

<p>Page 13 C. Activities to be undertaken as per DAVP/BOC approved rates C1. Traditional Media such as Nukkad Natak – This includes scripting, performance using recommended properties for approx. 30 minute duration. On a pilot basis, video recording of the performance to be submitted in digital format.</p> <ul style="list-style-type: none"> • Approved for DAVP rates? What are they? Or is this only for recording? 	<p>Please refer MOIB ID No. 14013/1/2017-P&C dated 12.01.2018 for “Revision of Fees of Private Registered Troupes (PRTs), Empanelled Artists (EAs) and Programme Experts(PEs) of BOC(S&DD) reg”</p>	<p>----</p>
<p>Please suggest if the Social Media Coverage for the Virtual Events to be included in the Virtual Event Management Cost?</p>	<p>Please refer RFP document, no further clarifications is considered necessary</p>	<p>----</p>
<p>Translation of Audio/Video – Kindly suggest how many languages are envisaged? Will this be billed separately whenever work arises as per the DAVP/BOC rate card?</p>	<p>Please refer RFP document. DAVP rates and the other details as mentioned in RFP would be applicable.</p>	<p>----</p>
<p>C7. Campaign Evaluation/Impact Assessment Studies Note: 1. The amount towards the items under Section C of the Scope of Work will be paid as per the rates approved by DAVP/BOC.</p> <ul style="list-style-type: none"> • What are these expenses mentioned in DAVP? 	<p>Please refer RFP document. DAVP rates and the other details as mentioned in RFP would be applicable.</p>	<p>----</p>

<p>Form 2: Financial Bid Format PR Activities A Interview Editorial/Article Press Release ?</p> <ul style="list-style-type: none"> • What are the requirements for these interviews? • All the translations should be part of the Financial bid ? • These are not video interviews ? please clarify ? 	<p>Please refer RFP document, no further clarifications is considered necessary.</p>	<p>-----</p> <p>-----</p> <p>-----</p>
<p>Presentation –</p> <ul style="list-style-type: none"> • Is there any presentation required to be submitted because it's not mentioned in the selection process? 	<p>Please refer RFP document, no further clarifications is considered necessary.</p>	<p>-----</p>
<ul style="list-style-type: none"> • As per the RFP, the bidding process is based on L1. So my query is, does the agency needs to submit a communication strategy presentation along with the quotations? Or is it just the quotation that needs to be submitted? 	<p>Please refer RFP document, no further clarifications is considered necessary.</p>	<p>-----</p>

This issues with the approval of DG BEE

A. Tripathi
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 23/2/21

Encll : Modified RfP