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.	

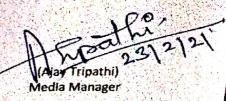
	Γ	
video is subjected to		
people's choice and		
their response.		
There is no		
guarantee that any		
video will go viral		
after its release.		
Page- 11] Section-3		
Scope of Work A4.		
Deployment of one mid-		
level executive at BEE for		
the contract period – The		
executive must be a		
Postgraduate with a		
diploma in		
advertising/Communicati		
on/Journalism/Media		
with a minimum of 5		
years of working		
experience		
• Does this resource is	Yes, one executive as specified	
required at BEE office? If	is required at BEE office for full	
yes, one resource is	time	
required by BEE for full		
time?		
Page 11 A3. Social Media		
Management - Language		
rendition of Infographics		
Animated Gifs Language		
rendition of Quickies/		
Viral Videos ?		
 How many languages 		
does the agency need		
to work on?	• As of now the Social Media	
 Animated Gifs - 5-6 		
seconds? Please specify	content is released in Hindi	
the number of these	and English.	
gifs? Please share	• The frequency of posts at	
quantities for	present is 2-4 per day which	
Monthly/day for	may increase as per	
infographics & gifs		
	requirement.	
Campaign		
Evaluation/Impact		
Assessment – Kindly		
suggest what would be	Please refer RFP document.	
the expectations from	DAVP rates and the other	
the Agency?	details as mentioned in RFP	
<u> </u>	would be applicable.	
Social Media		
Management –		
Please suggest how	It is a regular activity of BEE on	
many posts/viral	daily basis.	
videos we are		
looking at per day		

Please clarify if the production and release both be done through NFDC/DAVP/BOC or is it limited to release only?	Release of advertisement to be done through NDFC/DAVP/BOC whereas production of material to be undertaken as per DAVP approved rate.	Suitable amendment has been carried out at point 2 at page 13 of RFP
Kindly suggest if the Agency may assign some of the jobs to third party for production?	Please refer RFP document, no further clarifications is considered necessary.	
Kindly clarify if the rates quoted for Designing of Brochure/Leaflet/Book/A nnual 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	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.	
Page 12 B4. Physical Event Management - Are there No. of participants?	No .of participants may vary from Event to Event .	
 B5. Virtual Event Management i. Website Designing & Hosting – Would the agency be given access to the BEE server? Or would the agency needs to host? 	 This activity has been removed from form 3 (Additional cost breakup) and accordingly RFP has been amended. 	Removed from Section 7.3 form 3 : Virtual Event Management
 Any other activity required for the event (write name, if any) Please specify this 	 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. 	The other activity has been taken out of total cost.

 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. Approved for DAVP rates? What are they? Or is this only for recording? 	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(Sⅅ) reg"	
Please suggest if the Social Media Coverage for the Virtual Events to be included in the Virtual Event Management Cost?	Please refer RFP document, no further clarifications is considered necessary	
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?	Please refer RFP document. DAVP rates and the other details as mentioned in RFP would be applicable.	
 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. What are these expenses mentioned in 	Please refer RFP document. DAVP rates and the other	
DAVP?	details as mentioned in RFP would be applicable.	

 Form 2: Financial Bid Format PR Activities A Interview Editorial/Article Press Release ? What are the requirements for these interviews? All the translations should be part of the Financial bid ? 	Please refer RFP document, no further clarifications is considered necessary.	
 These are not video interviews ? please clarify ? 		
 Presentation – Is there any presentation required to be submitted because it's not mentioned in the selection process? 	Please refer RFP document,	
• 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?	no further clarifications is considered necessary.	

This issues with the approval of DG BEE



Encll: Modified RfP