

Minutes of the Pre-bid Meeting held on 27-08-2019

Ref.: Tender Enquiry No. CPU/52/0719/9917

Dated: 03.08.2019

The Competent authority has constituted a Pre-bid committee of the following members for Hiring of Mass Media consultancy by IMD. The following officers attended the meeting:-

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| 1. Dr. Kamaljit Ray, Sc-G, MoES | Chairperson |
| 2. Shri Anand Sharma, Sc-F, IMD | Member |
| 3. Smt. Ranju Madan, Sc.-F, IMD | Member |
| 4. Shri Rahul Saxena, Director (IT), MoES | Member |
| 5. Shri Abhay S.D.Rajput, Sc-D,IITM, Pune | Member |
| 6. Shri Kuldeep Srivastava, Sc-E,ISSD,IMD | Member Secretary |

A Pre-bid meeting was held in ISSD Conference Hall, 2nd floor, Mausam Bhavan at 11:00 Hrs on 27-08-2019. The representatives from the following firms attended the meeting:

1. M/s Goldmine
2. M/s Shemaroo Entertainment Ltd.

M/s Crayon Advertising submitted its queries through email.

The queries raised by the firms and IMD's response to these queries are as follows:

Sl. No.	Page No.	Clause No.	Existing clause Description	Request for Change/Query	Response
1. M/s Goldmine					
1.	10	7. Eligibility & Qualification criterion for Bidders:	Firms in given below category are eligible to participate in tender subject to registration of the firm with government bodies as per act /rules in their country and also fulfil of other specific qualification criteria, terms and conditions mentioned in technical requirement Section and tender enquiry document also. (i)Original Equipment Manufacturer (OEM). (ii) Original Software Company (OSC), who developed the main application software. (iii) Authorized Firm from Original Equipment manufacturer (OEM) / Developer of main	Please clarify this point as we are advertising agency and not registered as software/OEM manufacturer, but we will use third party software for data analytics.	In this case it is not applicable. However, the bidder must have licences of all the software which will be used for mass media services to IMD by the firm.

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05.08.2019

Members

			application software company (OSC) etc. The Bidder shall have to submit authorization certificate from OEM /OSC etc. that they will provide service support after sale.		
2.	27	5 Criteria for Technical Evaluation	5.1(1) No. of Employees in social media management >= 150 employees : 10 marks >=100 & <150 employees: 7 marks >=50 & <100 employees: 5 marks <50 employees : 2 marks	Please clarify, if these are overall employee on company's payroll	Yes
2. M/s Shemaroo Entertainment Ltd.					
3.	26	4. Eligibility, Essential Competencies and Details to be furnished in the Technical Bid	4.5 The bidder should have at least 10 years "experience in the field of the subject matter of this RFP and should have provided/have been providing services in the field to Govt. Departments/ organizations/ PSUs/ State Govt./ Quasi Govt. organizations etc. Documentary proof in this regard should be attached.	We at Shemaroo entertainment limited, started this vertical 2 years back, but we are renowned and known for our quality for more than last 55 years. We are having all in house facilities including manpower to accomplish the mentioned scope of work. Please reduce experience criteria to 3 years	The clause 4.5 may be read as "The bidder should have at least 5 years experience in the field of the subject matter of this RFP and should have provided/have been providing services in the field to Govt Departments/ organizations/PSUs/ State Govt./ Quasi Govt. organizations etc. Documentary proof in this regard should be attached."
4.	26	4. Eligibility, Essential Competencies and Details to be furnished in the Technical Bid	4.6 The bidder should have Licensed social media listening and analytical tools.	Will third party tool do?	Yes
5.	27	5. Criteria for Technical Evaluation	5.1(1) No. of Employees in social media management >= 150 employees : 10 marks >=100 & <150 employees: 7 marks >=50 & <100 employees: 5 marks <50 employees : 2 marks	Criteria is too stern, please relax it with max 50 employees	As per Tender document
6.	27	5. Criteria for Technical Evaluation	5.1(3) No. of clients serviced <10 : 2 marks >=10 and <25 : 5 marks >=25 and <40 : 7 marks >=40 : 10 marks	Criteria is too stern; it will restrict bidders to participate and bring down the	The clause 5.1(3) may be read as "<5 : 2 marks >=5and<9: 5 marks >=10and<20: 7marks

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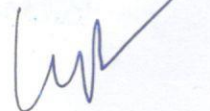
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				scope of short listing among big sample size. Please relax it with max 5 clients	>=20 : 10 marks "
7.	27	5. Criteria for Technical Evaluation	5.1(4) Past experience in handling social media >=10 yrs : 10 marks >=5 and <10 : 5 marks < 5 : 2 marks	This will restrict quality and efficient bidders with less tenure to participate. Please make it 3 Yrs	The clause 5.1(4) may be read as "Past experience in handling social media >=5 yrs : 10 marks >=3 and <5: 5 marks < 3 : 2 marks"
8.	27	5. Criteria for Technical Evaluation	5.1(6) 1. "Likes" in Facebook account managed by the bidder in the last one year on a single project 2. "Followers" in the Twitter account managed by the bidder in last one year on a single project 3. You tube channel management of bidder having more than 5,000 subscribers and having video views	Shemaroo is a Renowned company in this field and managing its own social media accounts efficiently with million of followers or likes. Dedicated and efficient team is working on this front with excellent experience. This team can handle said scope of work efficiently. Kindly allow us to submit documents of own work for this clause.	As per Tender Document.
9.	28	5. Criteria for Technical Evaluation	5.1(7) Number of promotional clips, videos made for events (no event recording shall be considered for evaluation) in last 10 years.	Shemaroo is having expertise in this field with multiple domain and can easily handle the said vertical. Please allow us to submit work done for other verticals also as a documentation	The clause 5.1(7) may be read as "Number of promotional clips, videos made for events (no event recording shall be considered for evaluation) in last 5 years."
10.	28	5. Criteria for Technical Evaluation	5.1(8) Sample of designed promotional marketing collateral, logo, brochures, newsletters, flyers, web pages, banners etc. (Project having	Please make it Maximum 5 Projects to encourage bidders.	The clause 5.1(8) may be read as "Sample of designed promotional marketing collateral,

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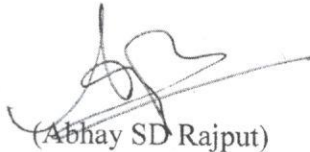
			complete Media and creative work shall be considered for evaluation with adequate supporting documents) Sample for three project : 5 marks Sample for five or more than project: 10 marks		logo, brochure, newsletters, flyers, web pages, banners etc. (Project having complete Media and creative work shall be considered for evaluation with adequate supporting documents) <3 projects: 5 marks >=3 and <5 : 7 marks >=5 : 10 marks”
11.	28	5. Criteria for Technical Evaluation	5.1(9) Multi-State presence (office with minimum no. of 5 skilled staff) Presence in 1 States : 2 marks Presence in 3 States : 5 marks Presence in 5 States : 7 marks Presence in 6 or more than 6 States : 10 marks	Please make it Maximum 3 states to encourage more bidders to participate	As per tender document.
12.	22	2. Scope of Work	2.3. The bidder shall set up a complete social networking management system for IMD and manage the various social media platforms of IMD in English, Hindi and regional languages.	Please elaborate / specify no of regional languages as language expert may required for specific languages, which will impact on budget	Officially notified Regional languages, if required, in future.
13.	25	3. Key Deliverables	<u>Sr. No 1 Print</u> Design/customisation of Newspaper Advertisements, posters & pamphlets/ Flyers/ cards/table calendar etc. 12 insertions 12 posters & 12 pamphlets / Flyers Coffee table book Once in 2 years Brochures 2 numbers Booklet on annual achievements 1 number	Kindly provide Sizes for the same.	Standard size depends upon the subject matter.
14.	25	3. Key Deliverables	<u>2.Audio/Video and 4.Production</u> Scripts/ creatives for 1-3 minutes short film - 3 numbers 5-10 minutes documentary - 1 number	Duplication is there in mentioned details. Please specify if any specific reason / requirement is there.	In Para 3. Key Deliverables, “ Sl. No. 4. Production ”- May be treated as deleted
3. Crayon Advertising					
1.	27	5. Criteria for Technical Evaluation	5.1(1) No. of Employees in social media management >= 150 employees : 10 marks >=100 & <150 employees: 7	We kindly request you to revised this criteria for better participation,	As per tender document.

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			marks >=50 & <100 employees: 5 marks <50 employees : 2 marks	because 150 + employees in social media is too large number.	
2.	27	5. Criteria for Technical Evaluation	5.1(3) No. of clients serviced <10 : 2 marks >=10 and <25 : 5 marks >=25 and <40 : 7 marks >=40 : 10 marks	More than 40 clients is too large number, kindly revise this criteria for better participation.	The clause 5.1(3) may be read as “<5 : 2 marks >=5 and <9: 5 marks >=10 and <20: 7 marks >=20: 10 marks”
3.	27-28	5. Criteria for Technical Evaluation	6. Social media management agency with less than 1,00,000 followers : 3 marks more than 1,00,000 followers : 5 marks	In is criteria, social media platform is not mentioned, for which we need to show followers.	Total number of followers including all Social media platform
4.	29	7. Payment Terms	7.1 Quarterly Payment	We request to make it monthly basis.	As per tender Document.

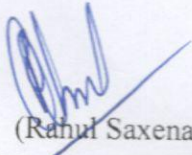
Kuldeep Srivastava
05.09.2019

(Kuldeep Srivastava)
Sc.-E, IMD
Member Secretary

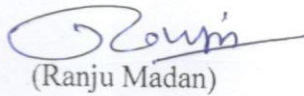


(Abhay SD Rajput)
Sc.-D, IMD
Member

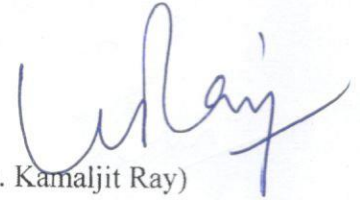
(Anand Sharma)
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(Dr. Kamaljit Ray)
Program Head (IMD), MoES
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