

Minutes of the Pre-bid Meeting for “Hiring of Mass Media consultancy by IMD” held on 30.09.2020

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

Dated: 02.09.2020

The Competent authority has constituted a Pre-bid committee of comprising following members for “Hiring of Mass Media consultancy by IMD”:

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| 1. Mr. A.K. Sharma, Sc.-G, IMD | Chairman |
| 2. Mr. Gajendra Kumar, Sc.-F, IMD | Member |
| 3. Dr. Kuldeep Srivastava, Sc.-E, ISSD, IMD | Member Secretary |
| 4. Dr. Kuldeep Srivastava, Sc.-E, RMC Delhi, IMD | Member |
| 5. Dr. (Mrs.) Bhavya Khanna, Sc.-D, MoES | Member |
| 6. Mr. Om Parkash, Met-B, CPU, IMD | Member |

A Pre-bid meeting was held in ISSD Conference Hall, 2nd floor, Mausam Bhavan at 11:00 Hrs on 30.09.2020. The representatives from various firms attended the meeting through VC and queries were received from the following firms in writing:

1. M/s Goldmine Advertising
2. M/s Mollog OPC Pvt. Ltd.
3. M/s Madison Communications Pvt. Ltd.

The queries raised by the firms during meeting as well as received through emails (Enclosure-I) and IMD's responses to these queries are as follows:

Sl. No.	Tender document		Request for Change/Query	IMD's Response
	Page No.	Clause No. Existing clause Description		
1. Goldmine Advertising				
1.	10	7. Eligibility & Qualification criterion for Bidders:	iv) Integrators/ Authorized dealer/ Firm/ subsidiary/ Distributors/ Stockist having full back to back maintenance support agreement for hardware & software from OEM & OSC etc.	Please clarify this point as we are an advertising agency and not registered as a software/OEM manufacturer, but we will use third party software for data analytics.
2	17	Annexure IV- Price Bid Format	1) Print Coffee Table Book	a) Would this include designing? b) Please specify the number of pages. c) And how many copies are to be printed. d) Please provide specifications for pages and Cover for printing Please provide clarity
				The item Coffee Table Book be treated as deleted from Price Bid Format and List of deliverables as per Government of India recent guidelines. Accordingly, the Price Bid Format and List of

Sph	16/8/2020	Suman Singh	16/10/2020	Munirudra & Agha	17/11/2020	Kuldeep Srivastava	16/10/2020	Bharat	16/11/2020
									the Price Bid Format and List of

					deliverables have been modified and attached at Enclosure-II & III respectively.
3	24	2) Audio/ Video	1-2 minutes audio/video byte with graphics for media (English, Hindi)	<p>a) Would these be weather bytes?</p> <p>b) Would graphics include no animation?</p> <p>c) If Yes what type, would you require 2D or 3D animation.</p> <p>d) Would these be recorded? Please clarify</p>	<p>a) Yes, these would primarily be for weather/ climate and meteorology related bytes.</p> <p>b) Graphics will include animation. IMD also generates animations which can also be used.</p> <p>c) It depends on the creativity of the firm, but the firm should be equipped for both 2D and 3D animations.</p> <p>d) Yes, these will be recorded.</p>
4			8 minutes audio/video capture on weekly weather update (English, Hindi)	<p>Please clarify again on the animation and recording part as above for these videos also</p>	<p>Graphics will include animation. IMD also generates animations which can also be used. The firm should be equipped for both 2D and 3D animations. Yes, these will be recorded.</p>
5			Digital Media Monthly organic growth of 5% month on month in various social media handles.	<p>Is this combined for all Social Media Platforms please specify.</p>	<p>Monthly organic growth of 5% for each social media platform separately. The indicators for growth will be holistic, including subscribers/followers; as well as engagements (likes, shares, comments etc).</p>
6			Setting up a Digital command centre	<p>How many queries does IMD receive per platform?</p>	<p>Depending on the weather situation the queries may vary from 5 to 50 approx. per day. It may increase with increase in popularity of the social media platforms.</p>
7	21	2. Scope of Work	<p>b. Individual Platform Content Strategy : Creating content/posts through graphics, cartoons, smart art, animations, story boards etc.</p>	<p>a) What is the number of posts in a day per platform to be created?</p> <p>b) Please clarify animations, is this in</p>	<p>a) These will vary according to the need, may be multiple in a day.</p> <p>b) Refer to the query reply above</p>

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			context with Video? What kind is required? c) This aspect is not there in the Financial Bid format	at 3. c) Since this requirement will be met by infrastructure and manpower which has been taken into consideration in the tender document already, this aspect will not be a financial constraint.
8		Sharing updates from various operational units of IMD including live events and broadcast through Facebook, Twitter, YouTube and any other social media channel as per its relevance.	a) Would this require set-up from the agency for this to be through Mobile device? b) If it's a setup, then would request to add the cost on actuals or separately in the Financial Bid	a) & b) The choice of setup or infrastructure is to be decided by the firm. The final product has to meet best quality standards, and should be ensured to satisfaction by IMD.
9	22	Human Resource Support : (06 Professional for Onsite Support)	We are an advertising agency and requirements for this would not match any resource, Can we submit the CV post the selection for this resource only. Please amend the requirement.	The successful firm has to submit the CVs at the time of signing of the contract.
10		Financial Bid	As mentioned on the eproc portal, pdf as well as excel file of Price Bid is to submit online. Format of Excel File is not available on the portal. Is there any specific format? Please Clarify.	The firm may submit his own excel file as per format as well in pdf. The pdf format is mandatory.

2. Mollog OPC Pvt. Ltd.

11	25	4. Eligibility, Essential Competencies and Details to be furnished in the Technical Bid	a) The bidder should be income tax assessee for the last five years. Copies of Income tax Returns for last 5 years and PAN/TAN Card should be enclosed. b) 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	Considering the point a & b : We're 2years 11 months old company (under MSME) we've received work order from GAIL and Haryana Tourism and autonomous body like Embassy of Zimbabwe for PR, website, advertisement and other related activities. We highly obliged if you give us by relaxing years of experience criteria. Even it would take a PM's vision of Atannirbhar Bharat to the next level.	As per tender document
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		should be attached.		
12	25	4. Eligibility, Essential Competencies and Details to be furnished in the Technical Bid	c) The bidder should have had experience in handling large state/national level events on social media with live coverage.	New company like ours would like to have a chance to showcase our work.
13	25	4. Eligibility, Essential Competencies and Details to be furnished in the Technical Bid	d) The bidder should have media planning capability and in-house multi media/graphic design capabilities. Details & proof of service facilities for Technical Support on services, maintenance and availability of multi media lab components and manpower are to be attached.	Need some clarity on this.
				As per tender document

3. M/s Madison Communications Pvt. Ltd.

14	24	3.2 Audio/Video	1-2 minutes audio/video byte with graphics for media (English, Hindi)	Total number of expected social media posts per day? Currently, the brief only talks about daily audio/video byte but what about the statics?	These may be few to multiple in a day.
15	24	3.3 Digital Media	Monthly organic growth of 5% month on month in various social media handles.	Define organic growth of 10% in social media handles? What metrics are we looking at?	Monthly organic growth of 5% for each social media platform separately. The indicators for growth will be holistic, including subscribers/followers; as well as engagements (likes, shares, comments etc).
16	22	2. Scope of Work	b) Running innovative outreach campaigns about IMD and publicizing all the national and international events, seminars and workshops including WMO day, Science day IMD foundation day, etc. as suggested by IMD through these social media platforms.	For paid promotional activities like outreach campaigns or paid promotion of important social media posts, how will the payment process look like?	Paid promotional activity on social media is not acceptable.

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17	23	2. Scope of Work	(f) Incorporate a good industry standard listening tool	a) For listening tools can we use third-party tools? Or we have to create a custom solution for the same and that will be hosted on NIC servers? b) Do they require dashboard access for the same?	a) The firm shall submit undertaking in this regard for support during the entire service period. b) Dashboard access may be provided.
18			(d) Setting up a Digital command centre with the following deliverables	Is the command centre a 24x7 process, with people working in shifts, or will it be operational during Monday-Friday/Saturday (government office working hours)?	Yes, the command center will be working 24 X 7. Work timings for onsite support shall be 9AM to 6PM, all days. However, during any severe weather event or any special occasion the onsite support may be extended beyond the specified duration which will be intimated in advance.
19				What's the data governance policy or IT policy for the project?	As per the policies of Govt. of India.
20				Who will provide all-weather information?	IMD
21				When will the information be received and by when do the daily videos need to be ready?	IMD will share weather information everyday around 1230 hrs. IST and the videos should be ready by 1330 hrs. IST.
22				a) Can we add a weather presenter to make the video more engaging and add a human element to it? BBC & CNN always have weather presenters. b) If not a presenter, can we add a VO and some background music?	a) Adding a weather presenter may be done in certain cases, subject to the approval of IMD. IMD will not bear any additional cost. b) Voice Overs (VO) and background music may be added in certain cases, subject to approval by IMD. IMD will not bear any additional cost.
23	24	3.2 Audio/Video	8 minutes audio/video capture on weekly weather update (English,	a) What is the purpose of these videos?	a) The purpose of the video is to present weather and climate

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			Hindi)	<p>b) Are these weekly videos supposed to maintain the daily weather videos look and feel or have to be treated differently?</p> <p>c) Are they meant to encapsulate the week went by or the forthcoming week?</p> <p>a) What is the purpose of these short films and what all are they supposed to include?</p> <p>b) Who are these short films meant for? Public at large or for internal communication?</p> <p>c) Are these short films to be shot on different locations or are they supposed to be like the daily weather videos? We will need lots of videos of various incidents from across the country. Best to buy the required video footage from news channels – local/national or from video libraries – Getty Images etc.</p> <p>d) Can we get any reference of earlier short films? Need this from IMD.</p>	<p>information.</p> <p>b) The firm has to develop and deliver newer and better ways of presenting the information. It depends on the creativity of the firm.</p> <p>c) Both</p>
25	24	3.2 Audio/Video	Scripts/Creatives for 1-3 minutes short film	<p>a) Important weather events and achievements/ recognitions of IMD and any other related activity of IMD.</p> <p>b) Public, academia and policy makers, on all social media platforms, TV channels and websites etc.</p> <p>c) It may depend on events. The arrangement of video footage is the responsibility of the firm. It can involve multiple locations across India. IMD will not bear any additional cost.</p>	<p>a) The firms may visit IMD's YouTube Channel. (https://www.youtube.com/channel/UC_gxTRcoq07UVARm87CuyQw/featured?view_as=subscriber)</p>
26	24	3.2 Audio/Video	5-10 minutes documentary(English and dubbing in Hindi & 10 regional languages)	<p>a) What is the purpose of this documentary and what all does it need to include?</p>	<p>a) It may include important weather events and achievements/ recognitions of IMD along with information/updates of all the good initiatives undertaken, the technology used by IMD or any other related activity of IMD.</p>

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			b) Is this documentary for internal usage or for public viewing?	b) Public, academia and policy makers, on all social media platforms, TV channels and websites etc.
			c) Can we get an earlier documentary as reference material?	c) The firms may visit IMD's YouTube Channel. (https://www.youtube.com/channel/UC_qxTReoq07UVARm87CuyQw/featured?view_as=subscriber)
27	1	Point no. 5	Earnest Money Deposit (EMD): Rs.3,60,000/- (Rupees Three Lakh Sixty Thousand) only. EMD shall be accepted from the participating firm only in the form of Bank Guarantee (BG). Banker's Cheque/Demand Draft are NOT acceptable.	We understand that EMD of 3,60,000 but we would also need clarity on the performance Bank Guarantee amount once an agency is shortlisted
28	22	Human Resource Support : (06 Professional for Onsite Support)	f) I consultant with meteorological background for content editing and review.	CV of "Social Media consultant with meteorological background for content writing and editing" can be shared later as discussed on the call
30	25	Payment Terms	Payment shall be made on quarterly basis after satisfactory service performance certificate by the competent authority.	The payment may be made on monthly basis because we have to pay to print and electronic media for advertisement etc.
32	24	3.2 Audio/Video	5-10 minutes documentary(English and dubbing in Hindi & 10 regional languages)	Need clarity on regional languages
				Payment will be made as per tender document. For advertisements IMD will do the payment to DAVP.
				Dubbing may be in any of the 22 regional languages as required by IMD.

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Chairman