

Response to Pre Bid Queries for Selection Creative Agency for Managing the Media, Public Relations (PR) and Design Activities for Investment Promotion and Investor Facilitation Support to Government of Himachal Pradesh for Himachal Pradesh Investors Summit

Clarifications

Sr. No.	Document Reference (s) (Section & Page Number (s))	Content of RFP requiring Clarification(s)	Change/ Clarification Requested/ remarks	Clarification
1	-	-	We are registered under MSME as a Small Entity. MSME (Udyog Aadhaar) Certificate is enclosed herewith. We seek an exemption for the requirement of EMD for the tender Selection of Creative Agency for Managing the Media, Public Relations (PR) and Design Activities for Investment Promotion and Investor Facilitation Support to the Government of Himachal Pradesh. As per GFR Rule 170 amended and published 2017, it is required that the organizations registered under NSIC and MSME to be exempted from Submission EMD.	Bidder's registered under MSEs/ DGS&D / NSIC are eligible for exemption from Submission of EMD.
2	Technical Evaluation Criteria Page No16 Point No1	-	As per marking you require six promotional events of value of 1 crore each and on page number 28 in appendix 1 technical proposal format, you have mentioned that you will consider only four projects. How many projects we have to show? Kindly advise us.	Minimum of Five promotional events with 6marks for each engagement.
3	FACT Sheet Point No.11 Page No. 4	Cost of Tender – Rs. 2000/-	Kindly Consider exemption for MSME/NSIC Registered agencies from payment of Tender Cost?	No Change
4	FACT Sheet Point No.12 Page No. 4	EMD of Rs. 200000/-	Kindly Consider exemption for MSME/NSIC Registered agencies from payment of EMD?	Bidder's registered under MSEs/ DGS&D / NSIC are eligible for exemption from Submission of EMD.

5	Eligibility Criteria Point No.2- Financial Capacity and Project Experience Page-8	The bidder should have organized Media events for Central or State Governments with the minimum fee value of Rs. one Crore per event at least in the last three years.	Kindly clarify that what kind of media events shall be considered for qualification?	All similar events in addition to Global Investors meet (organize events, conferences, mini conclaves, road shows, business development meets, G2B meets etc) shall be considered for qualification purpose. Decision of the evaluation committee for consideration of the media event shall be final and binding on all bidders.
6	Technical Evaluation Criteria Point No.1- Project Experience Page-17	Experience of organizing Promotion events for a state/ country with campaign covering PR Activities, Designing / Production of Creatives /Commercials for various media including Print, TV, Radio, Outdoor, etc., in the last 5 years with an engagement value of atleast one Crore project.	Kindly clarify that what kind of Promotional events shall be considered for Evaluation?	All similar events in addition to Global Investors meet (organize events, conferences, mini conclaves, road shows, business development meets, G2B meets etc) shall be considered for qualification purpose.
7	Scope of Work Point No.8 - Design & Development of Promotional Material Page No.16	Point 4: Teaser films (Video length 30 to 60 seconds)	Kindly clarify on the Quantity of teaser films.	One film for State and 3-4 films on focus sectors.
		Point No.5: State Pitch Video (Video length 8 to 15 minutes)	Kindly clarify on the quantity of State pitch videos.	One
		Point No 7: Design & development of TV Advertisements	Kindly clarify on the Quantity of Production of TV Advertisements.	One State Advertisements