Minutes of Pre-Bid meeting for the RFQ-cum-RFPs for Appointment of Creative Agency for Department of Industrial Policy and Promotion

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I. A meeting on the above mentioned subject was held at 11:00 am on 4.6.2015 in Room No. 47, Committee Room, Udyog Bhawan under the Chairmanship of Shri Atul Chaturvedi, Joint Secretary. List of participants is at Annexure-A.

II. The Chairman welcomed the participants and conveyed the objective of the work and invited the representatives to present their queries which were responded to as below:

A. CHEIL ADVERTISING:

Q.1. In the minimum qualification criteria does the term Gross revenue mean payments made to the bidder or not?

A. Yes, as per Form 3C of RfQ-cum-RfP, the cumulative revenue means the payments received by the agency from creative work during financial years 2012-13 to 2014-15.

Q.2 Does one necessarily need a power of attorney to attend Pre-bid meeting?

A. As per Para 2.2.2 of Section 2 of RfQ-cum-RfP, the representatives attending the Pre-Bid Meeting shall accompany with an authority letter duly signed by the authorized signatory of his/her organization (In Form 3D). Otherwise, the authorized signatory should be present in the meeting.

Q.3 Are there any specific formats for self-certification as prescribed in Form 3B?

A. The self-certification is to be made in Form 3B of RfQ-cum-RfP. There is no other specific format for self-certification; however, the bidder should annex relevant documents available.

Q.4 The scope of work mentions about formulation of creative vision for a period of three years while the financial proposal asks for cost for one year only. This may be clarified.
A. As per Section 5 – Scope of Work of RfQ-cum-RfP, the agency has to formulate creative vision for a period of three years and it would be initially engaged for two years and DIPP will review the performance of the agency at the end of two years for further extension or otherwise for third year. The bidder has to provide cost of financial proposal for one year.

Q.5 Is there any size specified for a print ad mentioned under Section B.2 of Form 4B?

A. No size has been specified for print ad under category of adaptation charges in Form 4B.

Q.6 Is there any number specified for the creative samples of global campaigns/award winning campaigns carried out by the bidder?

A. The bidder has to provide the details of global campaigns handled in Form 3H of RfQ-cum-RfP and the details of award winning campaigns in Form 3I of RfQ-cum-RfP. There is no minimum number specified under these categories.

Q.7 Is there any information of components available that would go into suggesting a strategy for DIPP based on similar international campaigns?

A. No such information is available with DIPP.

Q.8 Does the strategy suggested for sectors and geographies pertain to each of the 25 sectors or do we need to suggest a unified strategy?

A. The strategy has to be provided as per the bidder’s understanding.

B. SPAN Communications:

Q.1 Does the required sample of creative material pertain to works to previous works of the agency or vision for DIPP, mentioned in Form 3J?

A. As per Form 3J of RfQ-cum-RfP, the bidder has to provide the creative output based on previous work undertaken.

Q.2 Does upgradation of website involve creation of a new website or upgradation of the existing website as mentioned in Form 3M?
Q3. What does the term ‘website management’ refer to at Para A.IV in Form B of RfQ-cum-RfP?

A. As per Form 4B - Para A.IV, the retainership elements to be indicated is for managing the content of the website – www.makeinindia.com

C. J Walter Thompson (JWT)

Q1. Does the summary of cost include the service tax in Para 2.4.7(ii)?

A. As per Para 2.4.7(ii) of Section 2 of RfQ-cum-RfP, all taxes, excluding service tax shall be deemed to be included in the cost shown under different items of financial proposal.

Q2. Can the quarterly workplan submission deadline be extended from 7 days to 21 days?

A. It will be extended to a maximum of 10 days from the date of issue of Work Order to the selected agency.

Q3. Please specify the number of stock footage in Form 4B Para A.6.

A. As per Para A.6 of Form 4B of RfQ-cum-RfP, no number of stock footage can be specified as of now.

Q4. Do the turnkey production items under Para C of Form 4B include the cost of production?

A. As per Para C of Form 4B, the turnkey production items include per unit cost of production of the items.

Q5. Please clarify the term ‘for foreign language’ under Para C.5 of Form 4B.
A. This should be read as 'per foreign language adapt' in serial no.5 of Para C of Statement attached with Form 4B regarding breakup of costs for each of the items of work listed in the scope of work.

Q6. Please describe the terms - small, mid level, premium level gifts as mentioned in Para D7,8,9 of Form 4B.

A. No description can be provided as of now in respect of small, mid level, premium level gifts as mentioned in Para D7,8,9 of Form 4B of RfQ-cum-RfP.

Q7. What does the term underperformance pertain to under Para 3.8.1.1 of Section 6 – Standard form of Work Order?

A. The term underperformance as mentioned in Para 3.8.1.1 of Section 6 of RfQ-cum-RfP, pertains to underperformance by the agency with respect to mutually agreed work plan decided after selection of the agency.

Q8. Can the last date for submission of bids be extended?

A. No.

D. Promodome Communications

Q1. Do we require to submit all creative samples online?

A. Yes, the creative samples as required under Form 3K of RfQ-cum-RfP are to be submitted online through the CPP Portal.

Q2. What will be the payment terms?

A. Payment terms have been specified under Para 3.5 of Section 6 – Standard form of Work Order of RfQ-cum-RfP.
E. Goldmine Advertising.

Q.1 Will agencies with NSIC certification under MSME be exempt from deposit of EMD as per GFR 157 of General Financial Rules, 2005? Similar facility was extended in the case of the RFP for Hannover Messe agency selection process by DIPP earlier this year.

A. As per GFR 157 of General Financial Rules, 2005, Earnest Money is to be obtained from the bidders except those who are registered with the Central Purchase Organization, National Small Industries Corporation or concerned Ministry/department (in this case DIPP). This is applicable to Govt. Work including the Department of Industrial Policy and Promotion also.

Q.2 Can DIPP clarify which countries it considers to be its key competition for Make in India - Section 2.6.5 A?

A. The countries would be decided on the basis of finalization of formulation of creative vision and brand strategy as per paras 1 and 2 of Section 5 – Scope of Work of the RfQ-cum-RfP.

Q.3 Is it mandatory to use ‘animation’ as part of the suggested execution or has the term been used generally to describe the word ‘video film’ - Section 2.6.5E?

A. Yes, the term animation also includes video films under Para 2.6.5E of Section 2 – Instructions to applicant of RfQ-cum-RfP.

Q.4 Pl specify the website being referred to in case of section 2.6.5 F – Upgradation of website.

A. Under Para 2.6.5F of Section 2 – Instructions to applicant of RfQ-cum-RfP the website referred is www.makeinindia.com

Q.5 Does this mean ‘exhibition design’ under para 2.6.5 H or is the agency free to interpret it in the manner it likes?

A. Under Para 2.6.5H of Section 2 – Instructions to applicant of RfQ-cum-RfP, the word ‘experiential design’ refers to the overall experience, a visitor has to the pavilion in addition to mere displays in an exhibition.
III. At the end of the meeting the Chairman asked the participants of bidding firms to contact him or Deputy Secretary (BE-III), DIPP, in case they face any difficulty in uploading the bid document in CPP Portal in respect of the RfQ-cum-RfP for creative agency.

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Venue: Udyog Bhawan
Time: 11:00 AM
Date: 4th June, 2015

Carry out all the assignments relating to make in India Initiative.

Attendance Sheet for the Pre-bid meeting for RFP-cum-RFP for appointment of Creative Agency for DIPP to