



**GOVERNMENT OF ODISHA
OFFICE OF THE ENGINEER-IN-CHIEF
RURAL WATER SUPPLY & SANITATION
BHUBANESWAR**

Jal O Parimal Bhawan,
Unit - V, Bhubaneswar-751001,
Tel: 0674-2395734,
Fax No.0674-2394946;
Email: cerwss@nic.in
cerwssodisha@gmail.com

No. 346 /Dated 15/01/19

RESPONSE TO PRE-BID QUERIES

**FOR SELECTION OF AGENCY FOR MEDIA COMMUNICATION, SOCIAL MEDIA
MANAGEMENT AND IEC ACTIVITIES UNDER BASUDHA AND SOSO IN ODISHA”
PANCHAYATI RAJ & DRINKING WATER DEPARTMENT, GOVERNMENT OF ODISHA
AGAINST BID ID NO: EIC/RWSS/ 42/18-19**

The clarification to the pre-bid queries is enclosed herewith which is available in the Odisha Government website i.e. www.odisha.gov.in / www.odishapanchayat.gov.in


**Engineer-In-Chief,
RWS&S (O)**

C.C.

1. Copy with soft copy of the response to pre-bid queries forwarded to the Joint Secretary to Government, PR&DW Department, Odisha for favour of kind information with a request to display the Corrigendum in the Departmental website
2. Copy with soft copy of the response to pre-bid queries forwarded to the Head, State Portal Group, I.T. Centre of State Secretariat for display in the Government website
3. Copy with soft copy of the response to pre-bid queries forwarded to the PMU of this office

Clarification/Modification/Addition to the respective clause of RFP as per discussion of Pre-bid meeting held on 08-01-2019 at 11A.M. against Bid ID No: EIC/RWSS/42/18-19 pertaining to "Selection of Agency for Media Communication, Social Media Management and IEC Activities under BASUDHA and SOSO in Odisha" Panchayati Raj & Drinking Water Department, Government of Odisha

Sl.	RFP Reference (Volume, Section No. Page No.)	RFP Provision	Clarification sought for	Reply to Queries
1	Page 9, point B-II	Postal Savings, Pass Book/ NSC/ Post Office Time Deposit Account/ Kissan Vikash Patra/ Deposit Receipt in Nationalized/ Scheduled Bank duly pledged in favor of "Engineer-in-Chief, RWSS Odisha, Bhubaneswar" towards E.M.D.	Can we give DD/PO as EMD	RFP provisions remain unchanged
2	Page 9, Point B-II	Postal Savings, Pass Book/ NSC/ Post Office Time Deposit Account/ Kissan Vikash Patra/ Deposit Receipt in Nationalized/ Scheduled Bank duly pledged in favor of "Engineer-in-Chief, RWSS Odisha, Bhubaneswar" towards E.M.D.	For MSME registered and Adharudayog registered organisation is EMD amount exempted.	Yes, EMD will be exempted on submission of valid supporting documents of MSME registration
3	Page 9, Point B-X	Copy of the certificate of registration of EPF, ESI and Service Tax with the appropriate authority.	Instead of service tax it should be GST	Page 9, Point B-x may be read as "Copy of the certificate of registration of EPF, ESI and GST with the appropriate authority."
4	Page 9, Point C-ii	Provide a write-up on the manner in which the bidder proposes to carry out the assignment. In particular, the write-up must include a detailed description of the following: 1) Details of experience in managing similar projects. 2) Proposed organizational structure with roles and responsibilities 3) Detailed Quality Management System 4) Proposed reporting system	Writeup should be part of presentation or part of technical documentation.	Yes, Writeup should be part of the technical proposal.
5	Page 9, Point C-ii	To share the detail of similar project in the PPT	Are we required to present the PPT in front of all bidder or will it happen individually.	The presentation will be presented before the Committee individually by each of the bidder

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6	Page 10, Point 3.6	The tenders shall remain valid for six calendar months for acceptance and the prices quoted shall remain firm through the contract period. The contract may be extended further with mutual consent.	If agreement and work is for 1 year, why price validity for 6 months. Can we increase price by 10% after 6 months as inflation?	The proposal of the bidders will be valid for 180 days. However, the agreement or contract period will be for 1 year.
7	Page 12, Eligibility Criteria, Point 4.4.1.3	Experience of handling campaigns for at least 5 distinct clients.	Can we have a different projects from same client as qualification?	Yes, the bidder can have different projects from the same client as qualification.
8	Page 13, Eligibility Criteria Point 4.4.1.2	1. Experience in last three years in Organizing Marketing, Advertisement, promotion and Event Management services of State or National stature for Govt. departments either directly or through any development partners or in Non-Govt. Sectors. 2. Experience of similar nature of works in Odisha	Can we have same project in point 1 as well as 2.	Yes, the bidder can have same projects under point 1 and point 2 of Eligibility Criteria
9	Page 20	Creative content generation: recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, story board etc. design on subject of Government schemes and programs and policies etc. The experts are also expected to make e-books, electronic version of other books and manage the graphic content of the website as and when required by PR&DW Dept.	Where and how to quote. No mention in financial format.	Annexure- 1 Financial Proposal SI No 2. for Facebook, Twitter, Youtube) Advertisement and Promotion (Managing Page, app development, content, Creative & promotion etc). has the provision of quoting a lumpsum amount At least 3 months, aggressive promotion and rest 9 months page management)
10	Page 23 Point 3, A	Production of Promotional Merchandise	Merchandise delivery at Bhubaneswar only or multi cities delivery?	Merchandise Delivery is at Bhubaneswar only.

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11	Page 25	Road Shows, Branding of Buses, Photography & Videography, Hoardings, Outdoor Banners and Frame, Community Media.		Please refer to the revised Financial Proposal format at Annexure-I
12	Page 29	<p>N. I/We undertake to provide Performance Security of Rs..... in case the contract being awarded to us.</p> <p>O. The Proposal Cost of Rs. XXXX.00 (including VAT) in the form of a Demand Draft (DD no. ----- dated ----- drawn on -----, ----- Branch) is attached.</p>	<p>Please Clarify. Can the proposal cost be in form of DD.</p>	<p>Page 29 SI point (n), (o) and (p) is modified as following:</p> <p>(n) I/We undertake to provide Performance Security of 5% of the agreement cost in case the contract being awarded to us.</p> <p>(o) The Proposal Cost of Rs. 5,000/- in the form of a Demand Draft (DD no. ----- dated ----- drawn on -----, ----- Branch) is attached</p> <p>(p) The EMD of Rs 1,00,000/- by way of Postal Savings, Pass Book/ NSC/ Post Office Time Deposit Account/ Kissan Vikash Patra/ Deposit Receipt in Nationalized/ Scheduled Bank duly pledged in favor of "Engineer-in-Chief, RWSS Odisha, Bhubaneswar is attached.</p> <p>The cost of RFP document will be submitted in the form of Demand draft in favour of "Executive Engineer, RWSS Division, Bhubaneswar", payable at Bhubaneswar.</p>
13	Page 30	I/We agree to keep this offer valid for 180 (one hundred and eighty) days from the Proposal Due Date specified in the RFP.	Please clarify Offer valid for 180 days but agreement for 1 year	The proposal of the bidders will be valid for 180 days. However, the agreement or contract period will be for 1 year.

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14	Page 32	Declaration by Bidder	Please clarify offer valid for 6 months but declaration for 1 year?	The proposal of the bidders will be valid for 180 days. However, the agreement or contract period will be for 1 year.
15	Clause 3.2 (f)	Earnest Money Deposit (EMD) and Cost of RFP Document	Cost of RFP of Rs. 5,000/- (Rupees Ten thousand only) in the form of demand draft in favor of "Executive Engineer, RWSS Division, Bhubaneswar", payable at Bhubaneswar	Clause 3.2 (f) is modified as below: Cost of RFP of Rs. 5,000/- (Rupees Five thousand only) in the form of demand draft in favor of "Executive Engineer, RWSS Division, Bhubaneswar", payable at Bhubaneswar
16	Section 7	Forms & Formats, Annexure-1: Format for Financial Proposal	-	Revised Forms & Formats, Annexure-1: Format for Financial Proposal is enclosed as Annexure A of this response to Pre-Bid Queries.

Note: Other Terms & Conditions of RFP remains unaltered.

APPROVED


14/1/19
Engineer-in-Chief
RWSS(D), Bhubaneswar

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Annexure A

FORMS & FORMATS

ANNEXURE-1

FORMAT FOR FINANCIAL PROPOSAL

Dated:

To,

The Engineer-In-Chief, RWS&S
 Jal 'O' Parimal Bhawan,
 Unit-5, Bhubaneswar - 751001
 Office Phone: (0674) 2395734

Sub: RFP for Selection of Agency for Social Media Management and IEC Activities under BASUDHA and SOSO in Odisha

(a) We, the undersigned, offer to provide above service in accordance with your RFP. Our Financial proposal for project is given as below;

Sl.	Particulars	Unit of Measures.	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
		A	b	a x b
Advertising & Promotion				
1.	Preparing of Communication, branding, Promotion, Advertising strategy, Designing and implementation plan	Lumpsum		
2.	Social Media Campaign (Facebook, Twitter, Youtube) Advertisement and Promotion (Managing Page, app development, content, Creative & promotion etc).	Lumpsum (for One Year) (At least 3 months aggressive promotion and rest 9 months page management)		
3	Exhibits & Outdoor Media Printing & Installation (Outer Concourse Branding)			
a.	Production of Promotional Merchandise			
	T-shirts - Small/Medium/Large Approx.500 nos. for evaluation purpose	500	Per Unit cost	
	Caps – 4 colors	500	Per Unit cost	

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Sl.	Particulars		Unit of Measures.	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
			A	b	a x b
	Approx.500 nos. for evaluation purpose				
	Flags – 1'x2'		500	Per Unit cost	
	Approx. 500 nos. for evaluation purpose				
	Multicolour leaflets/Flyers ¼ demi size (22cm x 28cm) 130 gsm art paper		1,00,000	Per Unit cost	
	Approx. 1,00,000 pc for evaluation purpose				
	Multicolour Posters demi size (44cm x 56cm) 130 gsm art paper		10,000	Per Unit cost	
	Approx. 10,000 pc for evaluation purpose				
	Multicolour Folders-	1 fold 220 gsm art paper Open size (22cm x 28cm) Close Size(14cm x 22cm) Approx. 5,000 pc for evaluation purpose	5,000	Per Unit cost	
		2 fold 220 gsm art paper Open size (44cm x 22cm) Close Size(14.5cm x 28cm) Approx. 5,000 pc for evaluation purpose	5,000	Per Unit cost	
b.	Stickers				
	Paper Stickers	2ft x 1.5ft (Inside bus) Approx.5,000 pc for evaluation purpose	5000	Per pc.	
		22cm x 14cm To be fixed in the doors of houses Approx. 10,000 pc for evaluation purpose	10,000	Per pc.	
		14cm x 7cm To be fixed in SHG registers Approx. 20,000 pc	20,000	Per pc.	

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Sl.	Particulars		Unit of Measures.	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
		for evaluation purpose	A	b	a x b
	Vinyl Stickers 3ft x 1.5ft (Size may vary as per requirement)	Approx. 45,000 sq ft. for evaluation purpose	45,000 sq.ft	Per sq.ft	
	Sun Board vinyl pasted exhibits 3ft x 2ft (Size may vary as per requirement)	Approx.30,000 sq. ft for evaluation purpose	30,000	Per sq. ft	
	Bill board/Pole Kiosk 3.5ft x 2.5 ft 22 gej. Iron Square Bar (printing and mounting of flex banner with framing to be fixed in electric and other existing poles) (Size may vary as per requirement)	Approx. 10,000 sq.ft for evaluation purpose	10,000	Per sq ft.	
4	Road Shows				
	Vehicle Hiring & Branding		1	Per Vehicle	Not to be quoted. Payments will be done as per actuals.
	Vehicle Movement (Caravan) (100 Kms / day shall be taken into evaluation)		100	Per km.	
	Folk Troupe/Street Theatres		1	Per Troups / Theatres per Day	
	Vehicle for transportation other than Caravan (100 Kms / day shall be taken into evaluation)		100	Per km.	
	Audio Visual set with Power back-up		1	Per set	

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Sl.	Particulars	Unit of Measures.	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
		A	b	a x b
5	Branding of Buses – (10,000 Sq. ft. shall be taken into evaluation) Approx.100 Nos.(Approx. 100 sq. ft per Bus) of Buses (to be branded preferably using vinyl stickers) on major routes connecting Districts Headquarters to Bhubaneswar and Cuttack. The quantity may be increased or decreased as per the requirement. The Agency shall create design and install as per bus panel display area. The cost quoted by the Agency shall include the cost of printing and installing of stickers on buses and display rentals for a period of 6 months	10,000	Per sq ft.	Not to be quoted. Payments will be done as per actuals.
6	Photography & Videography: The agency shall make corporate films. It may produce success stories, case studies, documentary videos on the scheme and the campaign.	1 No. of Still Camera Per day	Per day	
		1 No of Video Camera Per day	Per day	
7	Hoardings The Agency shall identify locations to put up hoardings minimum of 100 locations across the State. The amount quoted by the Agency shall include cost of hiring of hoarding, flex printing, flex mounting and transport. The hoarding should be visible and in prime locations. The Agency shall also seek necessary permissions for the same from appropriate authorities. In case of existing departmental (Govt.) hoardings, hiring charges will not be entertained. Note : Per month rental shall be extra as applicable (rate chart of hoardings for separate cities to be annexed with mention of size)	Approx. 20,000 sq.ft shall be taken into account for evaluation	per sq ft.	

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Sl.	Particulars	Unit of Measures.	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
		A	b	a x b
8	Outdoor Banners and Frame: The quantity of banners may be communicated to the agency through work-order, but the agency has to quote the Sq.ft rate for printing of high quality flex banner. The preferable dimensions for the banners shall be 20'x10' and the size of the banner may vary as per the requirement (the dimension may vary as per the requirement). The Agency shall also include the cost of Framing, Installation and Transportation of the same. For minimum 500 nos. (Size : 20'x10')	Approx. 1,00,000 sq.ft shall be taken into evaluation.	Per sq ft.	
9	Mobile/cell phone Based Promotional Advertisement The agency may require to facilitate promotion of the message related to Scheme through mobile/cell phone platform in the form of following formats. <ul style="list-style-type: none"> · Bulk messages · IVRS (Interactive Voice Response System) · Caller-tune 		Rates of specified services of all providers in Odisha (BSNL, Airtel, Reliance, Idea, Vodafone, Reliance JIO etc.) to be annexed in a separate sheet.	Not to be quoted
10	Celebrity Endorsement: Endorsement charge of celebrity shall be as per actual.			Not to be quoted
11	Community Media The agency has to organize folk shows (pala, daskathia etc.), street plays, magic shows and other such traditional/ innovative media for promotion of the scheme.	1	Per folk show (pala, daskathia etc.)	Not to be quoted. Payments will be done as per actuals.
		1	Per street play	
		1	Per magic shows	
12	Event Management of State Level Functions The agency has to organize different events like Stage Management, Media Management, exhibits, etc. for the State level functions for launching of the scheme			Not to be quoted

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Sl.	Particulars	Unit of Measures.	Unit Price Rs. (in Fig & Words)	Total Amount (in Rs.)
		A	b	a x b
	or any other activities as per requirement of the PR&DW Dept., Odisha			
TOTAL AMOUNT:				

- (b) Our financial proposal shall be binding upon us subject to any modifications resulting from contract negotiations, up to the expiration of the validity period of the proposal, i.e.....(date).
- (c) We undertake in competing for and, if the award is made to us, in executing the above services, we will strongly observe the laws against fraud and corruption to force in India namely Prevention of Corruption Act 1988. We understand that you are not bound to accept any proposal you receive.

Yours sincerely,

Authorized Signature:

(Name, Designation and Address)