

**Clarifications cum Amendment/ addendum to REOI regarding queries/suggestions received for Request for Expression of Interest (REOI) for the Selection of an Advocacy, Media and Event Management Agency under SANKALP programme of MSDE**

Sl. No.	Query/Suggestions, as submitted by Prospective Bidders	Clarifications cum Amendment*
1	Firstly, do we treat this as an RFP? In other words, do we need to submit a financial proposal? If yes, then the scope will have to be well defined in terms of putting a no. to the deliverables.	This is Request for Expression of Interest (REOI) stage of selection process. Interested agencies are requested to submit their EOI along with credentials and documents as per format and requirement of the REOI, no financial proposal to be submitted at this stage. RFP shall be issued only to shortlisted agencies after due evaluations of the EOIs received by MSDE.
2	While we understood the overall scope of the RFP, the jobs have not been specified with nos., for eg. how many campaigns do we account for? how many films we would need to produce? Without a no., it is difficult to time cost the resource structure.	It is to clarify that this is an EOI, not RFP. The detailed Scope of Services along with tentative list of requirements and numbers of activity, events, media plan, media buying etc. shall be provided in the RFP stage to bidders to respond with their Technical and financial proposals accordingly.
3	Similarly, for the media plan to be put in place, we would need the target group in mind, no. of cities to be covered.	The detailed Scope of Services along with tentative list of requirements and numbers of activity, events, media plan, media buying etc. shall be provided in the RFP stage to bidders to respond with their Technical and financial proposals accordingly.
4	Again, even for the event management, no. of events across the no. of cities will have to be numbered for the costing to be worked out.	The detailed Scope of Services along with tentative list of requirements and numbers of activity, events, media plan, media buying etc. shall be provided in the RFP stage to bidders to respond with their Technical and financial proposals accordingly.
5	Minimum years of operation for an agency to qualify?	The Bidding Agency as well as Consortium partner, if any should have been in existence for a period of at least 3 years as on 31st December 2019.
6	Do we qualify as an agency with no experience of running communication for govt and or govt sponsored programs? We have done this for numerous regional global brands across sectors.	<p>The experience of bidding agency for Government/ PSU/ any other public bodies in the implementation of National or State level Govt. Programme shall be preferred.</p> <p><b>Accordingly, the relevant Shortlisting/ Eligibility Criteria as mentioned in REOI under para-4 (sl. No. 5) may now be read as:</b></p> <p><i>“The Agency along with Consortium partner (if any) should have relevant experience of successfully completing/ managing at least three (03) similar projects/ Contracts of each of following activities or together under one contract on Turn key basis,</i></p>

		<p><b><i>preferably for Government/ public bodies during last 5 years:</i></b></p> <p><b><i>1. Development of Advocacy/Media/ Communication strategy and implementation.</i></b></p> <p><b><i>2. Event Management including IEC activities, workshops, training, promotional events etc.”</i></b></p>
7	<p>What exactly will be the agency’s role in -  <i>“Selection of artiste, musicals, support hands and crew members for Folk Troupe, Haats and Melas”</i></p>	<p>Agency shall be responsible for selection of suitable of artist, musicals, support hands and crew members for Folk Troupe, Haats and Melas. They need to propose options to MSDE to seek their confirmation/approval on same, as and when required during implementation of the project.</p>
8	<p>What all will the agency be responsible for- <i>“Audio-video material - LCD projector and screen, or display panels RF mikes for the participants, wireless equipment, food/catering facility along with required manpower.”</i></p>	<p>Agency shall be responsible for all kind of hiring/ purchasing supplies/ services required to conduct an event.</p>
9	<p>The geography that we will be expected to cover – ‘districts across the country’ - how often, how many and where?</p>	<p>Events/ Seminars/ Conferences and any other IEC activity under SANKALP shall be spread across the country. However, if there will be any focused states and districts same shall be informed during RFP stage.</p>
10	<p>Is content development, across all work profiles going to be the agency’s responsibility? Can we have them defined content under each bucket – media, events, workshops and social?</p>	<p>The agency shall be responsible for drafting content development of Social Media and related communication materials and take approval from MSDE for the same before publication.</p>
11	<p>Is media buying (need based) going to be a part of the scope? Especially related to the events part?</p>	<p>Media Buying will be the scope of service of the hired agency.</p>
12	<p>We would highly appreciate if you could slightly relax down the turnover criteria of REOI:</p> <p><i>The Agency (Lead Partner, in case of Consortium) should have a minimum average turnover of Rupees ten (10) crores during last three financial years.</i></p>	<p>The turnover criteria as mentioned in the REOI under para-4 (sl. No. 7) shall remain same.</p>
13.	<p>kindly list out the documents / requisites for the consortium partner</p>	<p>List of documents / requisites for the consortium partner to be submitted along with EOI (if applying in consortium):</p> <ol style="list-style-type: none"> <li>i. Copy of Certificate of Incorporation/ Registration, PAN and GST registration copy</li> <li>ii. Details of Work Experience and Similar Assignments undertaken accompanied by copies of contracts and completion or acceptance certificate by the clients</li> </ol>

		<ul style="list-style-type: none"><li>iii. Undertaking Certificate signed by the Authorized signatory on the letter head of the organization that Agency is not be blacklisted by any Central Government / State Government / Government bodies/ World Bank.</li><li>iv. Brief CVs of in-house Core Technical Experts having similar experience to establish capability of executing the project</li><li>v. Details of offices (Head office, regional office, state wise office/ representation, as applicable) and services offered across the country</li></ul>
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\*the amendments are marked in bold.