

REQUEST FOR PROPOSAL FOR SELECTION OF CREATIVE AGENCY FOR MANAGING THE MEDIA, PUBLIC RELATIONS (PR) & DESIGN ACTIVITIES FOR PARTNERSHIP SUMMIT 2018 (PS 2018) FOR DEPARTMENT OF INDUSTRIES AND COMMERCE, GOVT. OF ANDHRA PRADESH

Response to Pre-Bid queries

S. No	Query	Response
1	The RFP does not indicate any budget for the promotion. We would require an outline of budget for the campaign.	The budget for the promotion shall be decided subsequently and in consultation with the government
2	Page no. 6 point no 2.3 ii): Agency shall provide Servicing and Creative team at onsite in Vijayawada? Is this referring to the client servicing team? Creative team must operate from Hyderabad office as they require high end machines to work on creatives	Please propose a right mix of resources for onsite/ offsite deployment to successfully deliver as per the Scope of Work of the RFP. Client servicing team along with appropriate creative team member may be proposed.
3	Page no. 6-point no. 2.3 vi): Proposal documents need to be signed by authorized signatory to be supported by POA.? POA format is not attached. Would the General POA of the company do for signing?	Use the POA format as per appendix VI of the Addendum. If using a general POA, it shall clearly mention the scope of the signing authority - for projects such as these. Else, kindly make available a POA for this project.
4	Page no. 6-point no. 2.4): EMD 5 lacs by DD? Should the EMD be only from Nationalized bank OR from any scheduled bank too?	EMD for Rs. 5 lakh must be submitted in the form of a Demand Draft. The DD can be issued by any scheduled bank
5	Page no. 7-point no. 2.5): Performance Bank Guarantee? Is this in addition to EMD? Is there any other option?	Performance Security shall be submitted by the shortlisted bidder within 7 days from the date of issue of Letter of Award
6	Page no. 9-point no. 5.1.2): Experience on no. of projects for 6 & above can score maximum points of 25? Contrary to note of point 3 of format 2 of Appendix 1 on page no. 15. Should it be same?	Please use formats in Appendix II for Technical Proposal

7	<p>Page no. 11-point no. 6.2 ii): Financial proposal shall take in to account all expenses and shall be deemed to be included in the costs shown under different items of the Financial Proposal? There are no different line items in the financial proposal format?</p> <p>Does this costing include agency fee for all the scope, production cost of films, photography, digital films, Travel, etc., Media buying costs are not included in this, as inferred. How is the media release planned? Would the releases happen through Industries department OR by I & PR department?</p>	<p>Yes, the cost includes agency fee for all the scope as per the RFP including production cost of films, photography, digital films, Travel, etc. Media release/ Media buying is out of scope of the RFP</p>
8	<p>Page No. 12 Point no 8. Payment Terms Upon completion of Partnership Summit - 35% Upon submission of final consolidated report - 65%</p> <p>The payment terms must be reconsidered. We are assuming the above payment model is for the creative fee but, for Media releases the payments should be made in full upon submission of the bills along with supporting voucher copies immediately after they are released</p>	<p>Payment Terms Upon completion of Partnership Summit - 60% Upon submission of final consolidated report - 40%</p> <p>Media release/ Media buying is out of scope</p> <p>Work orders shall be issued for all activities which are beyond the Scope of this RFP</p>
9	<p>Page no. 17 Form 2 – Turnover details of the agency for last 3 financial years</p> <p>It says certificate from statutory auditor is required? Do we have to submit two certificates? One in our letter head, self-certified and the other one from auditor? Please clarify?</p>	<p>Statutory Auditors certificate has to be furnished. Please provide Audited financial statements to support the same.</p>
10	<p>Page no. 17 From 3 table: - Description of Actual services provided by the client? Service provided by client OR services provided by the agency? Should the experience details be certified by auditors?</p>	<p>It should be read as: Description of Actual Services Provided by Your Staff</p> <p>Auditor certificate is not required, however supporting documents such as contract/work order copy/ completion certificate etc., clearly highlighting the Scope of Work and value of the project must be provided</p>
11	<p>The submission date is very close, need extension by another week to 22nd of December.</p>	<p>The proposal submission date is extended to 19th Dec. However the other dates remain the same.</p>

12	Is there any existing digital video that can be repurposed for this summit and would we have access to those videos?	The agency is required to produce a film with a new script and shots
13	Would the department be able to get us in touch with some people who attended last year's event for video and sound bites?	This would be explored after the agency has been shortlisted
14	Are there any other platforms that the department want to be present on (other than the ones mentioned in the RFP)?	No
15	Can we get a better understanding of the target audience?	The target audience includes but not limited to, Heads of States and Governments, Ministers, Senior Bureaucrats, Academicians, Thought leaders & Investors from around the world. A part of promotion would also include citizen awareness for the event
16	Which are the countries outside India that they want to focus on?	US, UK, Japan, Australia, Middle East, South Korea, China, Europe
17	Regarding the PR scope of work mentioned in the RFP, what will be the indicative numbers around the activities as given below Activity - Pre-event - Post event Press releases Interviews (print & Online) Interviews (TV) Press conferences Features Advertorials Speeches	indicative numbers around the activities as given below Activity Press releases - Pre Event - 2 days (full page) (in leading Telugu and English newspapers) Post Event - 1 day (full page) Interviews (print & Online) - Pre Event - 3-4 interviews Post Event - 1 interview Interviews (TV) - None proposed as of now Press Conferences - Pre Event - 2 Conferences During the Event - 1-2 Conferences
18	Scope of Work: Design & Development of Promotional Material: 1. Logo / Mascot	Design & Development of Promotional Material: 1. Logo / Mascot - Is part of the scope
19	Scope of Work: Design & Development of Promotional Material: 13. Souvenirs	Scope of Work: Design & Development of Promotional Material: 13. Souvenirs - Excluded from the Scope of Work
20	Scope of Work: Design & Development of Promotional Material: 14. Preparation of video clip summarizing the event	Scope of Work: Design & Development of Promotional Material: 14. Preparation of video clip summarizing the event - - Excluded from the Scope of Work

21	Please mention the number of Promotional Videos & Teaser Films	Promotional Videos - 1 Video Film on AP (3-5 mins) in English and Telugu Teaser film (15-30 secs) - 3 videos in English and Telugu
22	Would setting up the pavillion be part of the Scope of Work	Setting up the AP pavillion at the event would not be part of the scope of work of the agency
23	Can projects worth less than 5 Crores be considered under eligibility criteria ?	There is no relaxation in the eligibility criteria