

**REQUEST FOR PROPOSAL FOR APPOINTMENT OF AGENCY FOR DESIGNING/ PRODUCTION OF CREATIVES/ COMMERCIAL FOR VARIOUS MEDIA PUBLICATIONS, PUBLIC RELATIONS ACTIVITIES AND EVENT MANAGEMENT FOR MSME CONCLAVE TO BE HELD AT TIRUPATI FROM 3RD -4TH FEBRUARY, 2018**

**Response to Pre-Bid queries**

S. No	Query	Response
1	Where and how to apply for this RFP	Completed RFP response to be shared as hard copies to the below mentioned address Sri S.V. Giridhara Rao Joint Director (MSME) Office of Commissioner of Industries & Commerce 1st Floor, Government Printing press Mutyalampadu Vijayawada Andhra Pradesh 520011
2	Do we qualify if the engagement value meets the value of 75 lakhs but does not include traditional advertising?	Agency should fulfill the requirement of eligibility criteria, technical qualification and be able to deliver the scope of work
3	If the bank guarantee has to be provided on securing the contract or along with submission of documents	Bank Guarantee to be provided by the successful bidder
4	Can the value of event be considered as consolidation of multiple work orders for the same event ?	If the multiple work order is for executing work for one client and for a single event then it may be considered , subject to merits
5	No mention of any Budget for the activity in RFP-Request for indicative budget	Budget need to be proposed by the Bidder in the financial bid
6	The date of submission must be extended to a later date as the costs can only be arrived at after a recce along with the officials is done.	It is informed that Bid submission deadline is extended.  Submission due date and time is as follows: last date of submission is: 20th Dec 2017 Time of submission: Upto 2:00 PM Opening of Technical Bid : 3:00 PM

7	<p>About the Event-Page # 6: What is the Venue for the Event? Is it open air or Closed?</p>	<p>Venue is at Tirupati/Chittoor district - NTR Stadium, AP Agriculture University Grounds and SV University Campus - MSME Conclave - main event will be conducted in NTR Stadium, About 10000 delegates are expected to participate.</p> <p>- Technical sessions will be conducted in about two seminar halls in SV university on one of the two days of the Conclave.</p> <p>- Exhibitions/buyer seller meets will be organized in Agricultural university grounds (50 Stalls need to be setup for this event) for both the days of conclave event</p>
8	<p>About the Event-Page # 6: When and How can the recce be done with Department officials to arrive at the actual costs? These Costs are dependent on each element of the program?</p> <ul style="list-style-type: none"> <li>• Air-conditioning is required?</li> <li>• Any other logistic/ Infrastructure support that needs to be mapped?</li> </ul>	<p>It is the responsibility of the bidders to visit the venues as per their requirement, however the department may facilitate it through the local office on request.</p> <p>Pls refer RFP</p>
9	<p>About the Event-Page # 6: What is the flow of event? Is there a programme already in place?</p>	<p>The details would be shared with successful bidder as required</p>
10	<p>About the Event-Page # 6: Has the venue been finalised? As it has not been mentioned in the RFP</p>	<p>Yes, Venue is Tirupati- NTR Stadium, AP Agriculture University Grounds and SV University</p>
11	<p>About the Event-Page # 6: What is the brief for the Event? In the sense sequence of programs?</p>	<p>To be shared with the successful bidder as required</p>
12	<p>About the Event-Page # 6: What are specified Government Directions and regulations, as mentioned in the RFP? These are required for better understanding of the standards to be met</p>	<p>Required Statutory permissions and approvals are to be obtained by the agency directly</p>
13	<p>Pre Event- Page# 7 : What is meant by "Managing the media"? What is the exact expectation from the agency?</p>	<p>Facilitation and knowledge support for department in choosing the various media to meet communication requirements from time to time</p>
14	<p>Pre Event- Page# 7: What is the "Support" for media planning and Buying"?</p>	<p>Advisory Support and Facilitation Support as required for media planning and buying</p>
15	<p>Pre Event- Page# 7- Point # 4 Does this include media releases?</p>	<p>Yes, Content and design for media release to be part of scope for the bidder</p>
16	<p>Pre Event- Page# 7 Point # 11 Who is going to do the back end of the Website for MSME? Execution by</p>	<p>Website design, development and maintenance till the event will be the responsibility of the bidder</p>

	whom (IT Part)?	
17	During the Event- Page # 9 Point 7 What is the Expectation on the opening act for the Inauguration act?	Please refer RFP's scope of work
18	Pre Event- Page# 7 Point # 12 To what extent is the promotion of "Technical Paper Presentation Competition" and "Super Start-Up Competition" to be promoted? What is the expectation?	Technical Paper Presentation Competition: To be promoted in AP state universities and Poly technics Super Startup Competition: To be promoted in all districts of AP in prominent locations like Airports, Bus Stations and Railway Stations in district headquarters (one per district), Universities, 2 Malls/district , all DICs (District Industrial Centre), APSFC offices of the district  Promotion to be done through Social media and Press media. Content for the same to be provided by the bidders
19	Public Relations Activities # 6, Why is OOH mapped to PR Activity? Is there a reason for allocating this activity under this head?	This is part of media strategy . OOH is required at Vijayawada and at Visakhapatnam
20	Page # 8, (iii) Design & Development of Promotional Material. 1 (c) How many interviews are to be captured?	Minimum 10 per district (in Telugu/English)
21	Page # 8, (iii) Design & Development of Promotional Material. 1 (c) How videos captured? Count?	a. One Video Film on MSME for AP (3-5 mins) in English b. Three Teaser films (15-30 secs) in English/Telugu c. Short interviews of successful MSME entrepreneurs across all 13 districts . 10 interviews/district d. Videos covering individual sectors – focus sectors of AP
22	Page # 10, Technical Bid, EMD & Tender application fee needs to be from any Scheduled bank or PSU Bank?	It could be from any scheduled Commercial Bank