

AMENDMENT / CLARIFICATION IN RESPONSE TO THE PRE-BID QUERIES IN THE PRE-BID MEETING HELD ON 16.7.2018, 03:00 PM AT CONFERENCE HALL OF NHM FOR THE TENDER : SELECTION OF AGENCY TO UNDERTAKE 360° IEC ACTIVITY TO IMPLEMENT “BIJU SWASTHYA KALYAN YOJANA” (Tender Advt. No. 04/2018)

Different queries raised by the prospective bidders on the tender terms & condition, eligibility criteria and scope of work etc. were discussed. Based on the written queries / queries in the pre-bid meeting by the prospective bidders, the clarifications / amendments as decided by the committee in response to the pre-bid query of the prospective bidders are mentioned below:

Sl. No.	Existing Provision in RFP	Queries Raised by Prospective Bidders	Clarifications Amendments in response to the queries
A.	4. EVALUATION CRITERIA		
1.	4.1.1 Pre-Qualification / Minimum Eligibility Criteria: ii. In the last Three years, the bidder should have experience in Organizing Marketing, Advertisement & promotion and Event Management services of State (Odisha) or National stature for Govt. departments/PSU either directly or through any development partners & at least 1 of them should have the value of minimum Rs.50 lakhs or above.	4.1.1 Pre-Qualification / Minimum Eligibility Criteria: ii. In the last Three years, the bidder should have experience in Organizing Marketing, Advertisement & promotion and Event Management services of State (Odisha) or National stature for Govt. departments/PSU either directly or through any development partners & at least 1 of them should have the value of minimum Rs.20 lakhs or above.	No Change
2.	4.1.1 Pre-Qualification / Minimum Eligibility Criteria: iii. In the last Three years, the firm should have managed Marketing, Advertisement & promotion and Event Management services for at least TWO (2) projects in Non-Government sector with a contract value of minimum of Rs.25 Lakhs or above for each project.	4.1.1 Pre-Qualification / Minimum Eligibility Criteria: iii. In the last Three years, the firm should have managed Marketing, Advertisement & promotion and Event Management services for at least TWO (2) projects in Non-Government sector with a contract value of minimum of Rs.20 Lakhs or above for each project.	No Change

B.	2. TERMS OF REFERENCES		
1.	<p>2.2.1 Advertising & Promotion</p> <p>3. Radio Advertisement Production & dubbing Per each Production and dubbing of radio jingles/spots. Scope of dubbing shall include Regional languages of Odisha and also in Hindi and English.</p> <p>Airing</p> <ul style="list-style-type: none"> a. All India Radio b. Red FM c. Radio Chocolate d. Big FM e. Community Radio <p>Frequency and numbers will be decided by State Health Assurance Society(SHAS).</p> <p>11. Print Media Advertisement The agency is required to develop creatives/ designs for print media (newspaper) advertisement and a release plan based on the schedule prepared by SHAS, Odisha. The rates to be quoted as per I & PR Department rate.</p> <p>12. Television Production and Dubbing of TV Spots: Production of Television commercials/AV spots in Oriya language with scope of dubbing these materials into Hindi and English language. The Agency shall develop scripts/story board for the above mentioned TV spots as per the content provided by the SHAS.</p> <p>13. Telecast of TV Spots: The agency may require to facilitate telecast of TV spots/ panel discussions/ phone in programs and other promotional activities through</p>	<p>From 2.2.1 Advertising and Promotion of RFP Point No 3 Radio Advertisement, Point No. 11 Print Media Advertisement, Point No. 12 Television and Point No. 13 Telecast of TV Spots, clearly states that the frequencies shall be decided by SHAS.</p> <p>Can it be more clearly explained in terms of the financial part, which will help us in preparing the Financial Proposal.</p>	<p>Clarification:</p> <p>2.2.1 Advertising & Promotion For the Point 3, 11, 12, 13 under Point number 2.2.1 Advertising & Promotion:</p> <p>The unit cost shall be paid as per the rate if I & PR Department, Govt. of Odisha.</p> <p>The I & PR Dept. rate is fixed and the number and frequency will be decided by SHAS. Based on this, the price will remain same for all bidders and hence not required to be quoted in the price bid for comparison purpose.</p> <p>Therefore, the bidders shall not have to quote the prices against the Points where its written "not to be quoted" as indicated in the in the financial Proposal format, Annexure-B2.</p>

	local and national TV channels and monitor the same. Frequency and numbers are to be decided by SHAS, Odisha.		
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N:B : All terms and conditions, eligibility criteria and scope of work of the Tender Advertisement no. 04/2018 remain unchanged.

**Sd/-
Chief Executive Officer
State Health Assurance Society, Odisha**