

AMENDMENT / CLARIFICATION IN RESPONSE TO THE PRE-BID QUERIES IN THE PRE-BID MEETING HELD ON 31.7.2018, 11:30 AM 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. 06/2018)

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
3.	4.1.1 Pre-Qualification / Minimum Eligibility Criteria: vi. Firm should have Accreditation with INS & Membership of EEMA (Certificates to be attached).	4.1.1 Pre-Qualification / Minimum Eligibility Criteria: Vi. Firm Accreditation with INS & Membership of EEMA are not Mandatory for the Project.	Amended: The clause no 4.1.1 (vi) is deleted. Clarification: INS and EEMA Membership is not mandatory and will not

			be a clause in the eligibility criteria. However, the technical proposal evaluation has been modified to have weightage for INS & EEMA membership.
4.	Change in Technical Proposal Evaluation. (Clause 4.1.2 c)		Amended: A new criteria has been added (as sl. No.5) for INS & EEMA membership (5 Marks): 1. INS: 2.5 marks 2. EEMA: 2.5 marks Accordingly marking under approach, methodology and work plan (Sl..No.2) has been revised to 35 marks instead of 40 marks.
B	1.14 BID SECURITY		
	1.14.1 Bid Security: a. A Bid Security of Rs. 8,00,000.00 (Rupees Eight Lakh Only) in the form of Demand Draft drawn in favor of CEO, State Health Assurance Society, Odisha and payable at any scheduled bank having branch in Bhubaneswar, shall be submitted by all the Bidders along with the Technical Proposal & Financial Proposal.	As discussed in the Pre-Bid meeting, we would like to request you kindly reduce the amount EMD from Rs. 8,00,000/- (Rupees Eight Lakhs) to Rs.5,00,000/-(Rupees Five Lakhs).	No Change
C	1.3 CONSORTIUM		
	Keeping in view the Scope of Work, Consortiums / Joint Ventures are not allowed. Proposals only from Bidders, applying individually shall be considered for evaluation. Firms applying in consortium / joint venture shall be summarily rejected.	Keeping in view the scope of work, Consortium/Joint Ventures should be allowed.	No Change
D.	2.3 Payment Schedule		

	2.3 Payment Schedule The payment shall be released by SHAS to the Agency in the following manner: 1. Issue of LOI, execution of agreement and issue of work order = 10% 2. Payment within 15 days after receipt of activity based part bill along with relevant documentation.	2.3 Payment Schedule Can you explain payment terms in a little more details	Clarification: The payment shall be released by SHAS to the Agency in the following manner: 1. Issue of Letter of Intent, execution of agreement and issue of work order: 10% of the work order value shall be paid after issue of work order. 2. Balance Payment within 15 days after receipt of activity based part bill along with relevant documentation.
E.	4.1.2 Technical Proposal Evaluation		
1.	3. Experience in last three years executing similar works in the Districts of Odisha.	Page no.20, point 3 – Would Experience in Rural Sector of other states be considered or only work in Odisha would be considered.	Clarification: Experience in rural sectors / similar work in the districts of Odisha only shall be eligible for this weightage.
F	Annexure – B2 Financial Proposal		
	9. Hoarding 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	9. Hoarding 1. What is the Total duration of Outdoor Hoardings? 2. What is the tentative breakup of number of Hoardings in Bhubaneswar/Cuttack/Puri/Other Locations?	Clarification: 1. The duration of the Hoardings is to be decided by the SHAS, Odisha. 2. The minimum numbers of the Hoardings is mentioned at point number 9 under Financial Proposal in the RFP Document.

	<p>case of existing departmental (Govt.) hoardings, hiring charges will not be entertained.</p> <p>Note : Per month rental shall be extra as applicable (rate chart of hoardings for separate cities to be annexed with mention of size)</p>		
	<p>10.Outdoor Banner & Frames:</p> <p>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')</p>	<p>10.Outdoor Banner & Frames:</p> <p>For outdoor banner and frames, what is the distribution and also what frequency / timelines of installation?</p>	<p>Clarification:</p> <p>The number and frequency will be decided by the SHAS, Odisha.</p>
	<p>3. Radio Advertising:</p> <p>Radio Airing</p> <p>All India Radio</p> <p>Red FM</p> <p>Radio Chocolate</p> <p>Big FM</p> <p>Community Radio</p>	<p>3. Radio Advertising:</p> <p>Radio Airing</p> <p>Page 35, Point 3 – for Radio Airing would the payment be made directly by Department?</p>	<p>Clarification:</p> <p>The payment will be made by the SHAS, Odisha based on the airing charges as per I & PR and DAVP rates.</p>

	Frequency and Nos. is to be decided by the SHAS. As per I & PR rate/DAVP rates		
	5.Road Shows Vehicle Hiring & Branding Vehicle Movement (Caravan) (100 Kms / day shall be taken into evaluation) Folk Troupe/Street Theatres Vehicle for transportation other than Caravan (100 Kms / day shall be taken into evaluation) Audio Visual set with Power back-up	5.Road Shows 1.How many months the vehicle would move? 2. How many artists for folk dance? 3. How many artists for street play? 4. How many vehicles for artist and support staff?	Clarification: 1.1 st 3 months' aggressive promotion and then SHAS, Odisha will decide for further movement of vehicles. 2. 6 to 7 artists tentatively. 3. 6 to 7 artists tentatively. 4. One vehicle with one caravan tentatively.
	7. PR Coordination As per I & PR rate/DAVP rates Preparation of press release (bi-lingual) Profiling of celebrities and interviews Organizing press conference	7. PR Coordination 1. Who would be paying for PR publication? 2. For Press Conference who would book / pay for Venue? 3. Who would be responsible for getting media to venue? 5. What kind of setup is required for press conference?	Clarification: 1. SHAS, Odisha will pay for PR Publication. 2. Venue will be decided by SHAS, Odisha but booking and arrangement will be done by the agency. 3. Agency will be responsible for getting media to venue. 4. Booking of venue, Stage Management, Providing Media Kit, pen card folder, Press release food and Drinking water supply, preparing backdrop and exhibits.
	8. Photography & Videography: The agency shall make corporate films to display in the caravan and in all displays. It	8. Photography & Videography: In photography and videography – do we have to make video film before the start of caravan or after the same has been completed? the scope is not clear?	Clarification: The video film should be made before the Caravan Starts and also within the period till the caravan movement is completed.

	16. 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.	16. Community Media How many folk shows per day? How many artists for folk shows?	Clarification: As per financial proposal, the bidder has to quote the cost per folk show and one folk show cost shall be taken into account for evaluation.
	17.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 or any other activities as per requirement of the SHAS, Odisha	17.Event Management of State Level Functions Need more details of Event Management and who will pay for the same? Would our role be only consulting or also setup? If we have to do setup, what are details?	Clarification: The payment will be made by SHAS, Odisha. However as mentioned in the financial proposal, there is no need to quote any price to against this activity.

N:B : The Amendments/Clarifications mentioned above are to be treated as Amendments/ Clarifications in the Terms and Conditions of the above tender Advertisement no. 06/2018. All other Terms and Conditions remain unchanged.

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