

AMENDMENT / CLARIFICATION IN RESPONSE TO THE PRE-BID QUERIES IN THE PRE-BID MEETING HELD ON 7.9.2018, 11:30 AM AT CONFERENCE HALL OF NHM FOR THE TENDER: HIRING OF AN AGENCY TO DEAL WITH IEC ACTIVITIES THROUGH ROAD SHOW (CARAVAN MOVEMENT), DOCUMENTATION, ANIMATION MOVIES & WALL PAINTINGS FOR PROMOTION OF “BIJU SWASTHYA KALYAN YOJANA” (Tender Advt. No. 09/2018)

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 queries 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: iv. The bidder should have achieved a minimum annual average turnover of Rs.3.00 Crores during last three financial years (FY 2014-15, 2015-16 & 2016-17). Copy of Audited Financial Statement to be enclosed.	4.1.1 Pre-Qualification / Minimum Eligibility Criteria: 1. iv. The avg. annual turnover is very low (3 Crs.) for such an important and big project. Our recommendation is that it should be increased to minimum 20 Crs. 2. Addition of INS & EEMA membership marking (5 marks) in firms average annual turnover in FY – 2014-15, 2015-16, 2016-17.	No Change
2.	4.1.2 Technical Proposal Evaluation EXPERIENCE – Experience in last three years in Organizing Marketing, Advertisement, promotion and Event Management services of State or National stature for Govt. departments either directly or through any development partners or in Non- Govt. Sectors. State (Odisha) or National stature for Govt. departments / PSU either directly or through any development partners (Turnover 35 Lakh or more) 1 Project: 5 marks.	4.1.2 Technical Proposal Evaluation 1. Experience: We recommend Non-Govt. Sector project to be minimum worth 2 Crs. Also how many more projects above 2 nos. should be submitted for 10 marks. 2. Inclusion of corporate & NGO/development sector work order having similar type of work experience. 3. Reduction of State or Central Govt. depts. & PSU's work order value to Rs.25 lakhs from Rs.35 lakhs.	No Change

	<p>1 Projects: 10 marks 3 Projects: 15 marks Above 3 Projects: 20 marks</p> <p>Non-Govt. Sector (Two projects worth 15 Lakhs or above): 2 Projects: 5 marks. Above 2 Projects: 10 marks</p>	<p>4. Refer Financial Proposal Evaluation: 1. Experience: Blankslate is an empanelled agency with Government of Odisha, we are delighted to state that we have been awarded with a work order recently. We would request you to rethink about the turnover 35 lakhs or more mentioned under the head technical proposal.</p>	
3.	<p>Technical Proposal Evaluation. (Clause 4.1.2 c)</p> <p>1. INS: 2.5 marks 2. EEMA: 2.5 marks</p>	<p>1. Deletion of INS & EEMA membership of 5 marks from evaluation credential.</p>	No Change
4.	<p>4.4 Penalty: In case there is any deviation found as per service deliverables and timelines, there will be a penalty deduction @ 0.25% of the total project cost per day. This amount of penalty would be adjusted against the performance security deposit.</p>	<p>4.4 Penalty: 1. The penalty should be on particular element only. 2. In case delay is from department side, then also will we be penalized ?</p>	<p>Amended In case there is any delay per service deliverables and timelines against the activity (ies) for which the agency is not responsible, then there will be a penalty deduction @ 0.25% of the total cost against the concerned activity(ies) per day, for which the delay has occurred.</p>
B	2.2 SCOPE OF WORK		
1.	<p>2.2.1 Advertising & Promotion</p> <p>1. Road Shows Arrange Communication, promotion & Advertising through road shows (in all Districts) for 3-5 month by use of branded and decorated Caravans with AV (Audio-Visual), IEC materials (flyers/leaflets, danglers, posters, stickers, standee etc.), adequate power backup and folk troupe arrangements.</p>	<p>2.2.1 Advertising & Promotion</p> <p>1. Road Shows IEC materials (flyers/leaflets, danglers, posters, stickers, standee etc.), adequate power backup and folk troupe arrangements, activity route plan - please mention in whose scope of work?</p>	<p>Clarification: The design, Printing and folk troupe arrangements are the responsibility of the State Health Assurance Society but the distribution of the IEC materials during the caravan movement will be undertaken by the selected agency. The route plan will be made by the selected agency with coordination of District administration.</p>
2.	<p>2.2.1 Advertising & Promotion</p> <p>2. Photography & Videography The agency shall make</p>	<p>2.2.1 Advertising & Promotion</p> <p>2. Photography & Videography Please mention the duration</p>	<p>Clarification: The movies will be provided by the State Health Assurance Society, Odisha</p>

	Documentary Movies to display in the caravan and in all displays throughout the State. It may produce success stories, case studies on the scheme and the campaign.	and number of documentary movies.	<p>which will be displayed in the LED display during the movement of caravan.</p> <p>The selected agency will provide DSLR still camera for photography and Full HD video camera for Videography with photographer and videographer.</p> <p>The selected agency will collect success stories of beneficiaries, case studies and submit the documentation of caravan movement & various activities carried out during the caravan movement.</p>
3.	2.2.1 Advertising & Promotion 1. Production of animated movies: Production of Animated movies in Odia language with scope of dubbing these materials into Hindi and English language. The Agency shall develop sketch/scripts/story board for the above mentioned production as per the content provided by the SHAS.	2.2.1 Advertising & Promotion 1. Production of animated movies: Could you please provide the content?	Clarification: The content of the scheme will be provided by the society, but the script will develop by the firm. After approval of the script by the State Health Assurance Society, the firm can make animation movies.
4.	2.2.1 Advertising & Promotion 2. Wall Paintings The agency has to do wall paintings in all Panchayat of all districts of Odisha for promotion of the scheme.	2.2.1 Advertising & Promotion 2. Wall Paintings It will be in oil/water based substrate, who would be helping us in shortlisting the walls.	Clarification: As the wall paintings are the permanent structure so it should be oil/plastic based paint with weather coat so that it would not get damage in any climate. The District administration will help the firm to shortlisting the walls for painting.
C	FINANCIAL PROPOSAL		
1	Road Show: Vehicle Hiring & Branding/month Including Vehicle Movement (Caravan) (100 Kms / day shall be taken into evaluation)	Road Show: 1. What do you mean by DOL & POL? 2. How many manpower to be accounted for besides driver? 3. What will be the duration of	Clarification: 1. DOL – Diesel Oil and Lubricant. POL- Petrol Oil and Lubricant. 2. Two persons are to be accounted besides driver.

	<p>(includes DOL, POL, hiring charges along with driver etc.) Including Audio Visual set with Power back-up [Approximately for 3-5 months and 35 nos. of vehicles shall be taken into evaluation.]</p> <p>35 Approximately nos. of vehicle for 3-5 months.</p> <p>Per Vehicle/month</p>	<p>activity – 3 months or 5 months?</p> <p>4. What are all activities will be conducted at the caravan?</p> <p>5. What kind of vehicle it will be? (Tata ACE/ Tata 407/Tata 409)</p> <p>6. Specification of Publicity van: van model & van fabrication layout.</p> <p>7. Whether the publicity van will be mounted with LED screen or LCD TV. Please specify the size of the screen.</p> <p>8. Refer financial Proposal:1. Road shows: Vehicle (Caravan)- please specify the Dimensions/make of vehicle which needs to be implemented. Does the timelines start from allotment of work of contract? Do we need to launch all 35 vehicle at a time.</p>	<p>3. The activity will be for 3 to 5 months.</p> <p>4. IEC material distribution and coordinate with folk troupes engaged by the Districts.</p> <p>5. TATA Maxi (TATA ACE).</p> <p>6. Van model is TATA Maxi (TATA ACE). The Fabrication will be done by the firm and the design will be provided by the State Health Assurance Society.</p> <p>7. The publicity van will be mounted with LED display and the screen size will be 42 inches.</p> <p>8. The caravan model is TATA Maxi (TATA ACE) and the dimension should be approx. 11' (L) x 5' (W) x 8' (H). The timeline starts from the allotment of work order. The firm have to launch all 35 vehicles at a time.</p>
2	<p>Photography & Videography:</p> <p>The agency shall make corporate films to display in the caravan and in all displays. It may produce success stories, case studies, documentary videos on the scheme and the campaign.</p> <p>Approximately 10 Still Camera and 10 Video Camera shall be taken into account for evaluation.</p> <p>Approximately 10 Still camera & 10 Video Camera for 60 days. Cost to be quoted Per Day/camera.</p>	<p>Photography & Videography:</p> <p>1. Specification of Still Camera & Video Camera?</p> <p>2. How many version/times changes would be accommodated?</p> <p>3. How many documentary films you want?</p> <p>4. What will be the duration of each documentary, how much time will be given to make all these documentary films for this kind.</p> <p>5. For this we request you to share details- like how many documentary films you want, what will be the duration of each documentary, how much time will be given to make all these documentary films and for this kind of</p>	<p>Clarification:</p> <p>Still Camera- DSLR Full HD and Video Camera – Full HD.</p> <p>The movies will be provided by the State Health Assurance Society, Odisha which will be displayed in the LED display during the movement of caravan.</p> <p>The selected agency will provide DSLR still camera for photography and Full HD video camera for Videography with photographer and videographer.</p> <p>The selected agency will only collect success stories of beneficiaries, case studies and make the Documentation of caravan movement & various activities carried out during</p>

		<p>documentary or case studies lots of interviews need to be arranged and insights need to be provided by Department.</p> <p>6. Refer financial proposal:2. Photography & Videography - success stories, case studies, documentary videos on the scheme and the campaign-please mention the criteria to evaluate the success stories, case studies and the duration of the documentary videos. Please also specify the resolutions of the cameras for photos and videos.</p>	<p>the caravan movement and submit the same to State Health Assurance Society.</p>
3	<p>Animation Movies: Production & Dubbing Per each Production and dubbing of Animated movie. Scope of dubbing shall include Regional languages of Odisha and also in Hindi and English.</p> <p>3 productions for 30 sec. each</p>	<p>Animation Movies:</p> <ol style="list-style-type: none"> 1. How many artists? Male or Female? kindly define. 2. Refer financial proposal: 3. Animated movie - we would request you to please provide us the brief so as to plan. 	<p>Clarification:</p> <ol style="list-style-type: none"> 1. No. of Artists would be 3 to 5. First the selected agency will have to prepare and submit the script and then the society will approve and finalize the same. 2. For making of animation movies, the State Health Assurance Society will provide the written content of the scheme.
4	<p>Wall Paintings: One wall painting in each Gram Panchayat Specification : width – 10 ft Height – 6 ft Approximately 7000 wall paintings shall be taken into evaluation. Total 420000 Square feet approximately.</p>	<p>Wall Paintings:</p> <ol style="list-style-type: none"> 1. What will be the paint specification? 2. Who will give the rental and what will be the duration of same? 3. What if we do not get exact 10ft x 6ft size? 4. Can we paint as per the available size? 5. What will be the approved design for branding? 	<p>Clarification:</p> <ol style="list-style-type: none"> 1. As the wall paintings are to be on the permanent structure. Therefore the paint should be oil / plastic based paint with weather coat so that it would not get damaged in any climate. 2. As the walls are the properties of Government, there is no rental for the wall paintings. 3. The size may vary as per the dimension of the wall. Payment shall be made as per the actual Sq.ft of wall painting.

			<p>4. The selected agency shall have to do the wall painting as per the available size.</p> <p>5. The design will be provided by the State Health Assurance Society, Odisha.</p>
D	1.3 CONSORTIUM		
	<p>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.</p>	<p>As there are different kind of work involved in this single RFP, will request you to please allow consortium for this RFP. Like it is not necessary that Team who does Road Show can develop / make good Animation movies or Team which develop / make good Animation Movies can do wall painting work. So, request you to please allow consortium for this RFP.</p>	No Change
E	1.14.1 BID SECURITY		
	<p>a. A Bid Security of Rs. 6,00,000.00 (Six Lakhs Only) in the form of Demand Draft drawn in favor of 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.</p>	<p>a. Reduction of bid Security amount to Rs. Four lakhs instead of Rs. Six lakhs</p>	No Change

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. 09/2018. All other Terms and Conditions remain unchanged.

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