

AMENDMENT / CLARIFICATION IN RESPONSE TO THE PRE-BID QUERIES IN THE PRE-BID MEETING HELD ON 11.01.2021, 11:30 AM AT CONFERENCE HALL OF NHM FOR THE TENDER :“HIRING AN AGENCY TO DEAL WITH IEC ACTIVITIES LIKE MASS MEDIA COMMUNICATION, SOCIAL MEDIA COMMUNICATION, ADVERTISEMENT, EVENT MANAGEMENT AND DIGITAL MARKETING FOR PROMOTING BIJU SWASTHYA KALYAN YOJANA IN ODISHA” (Tender Advt. No. 01/2021)

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.	TECHNICAL PROPOSAL EVALUATION		
1.	4.1.2 C. 4 Valid INS & EEMA membership 1. INS: 2.5 marks 2. EEMA: 2.5 marks	This is regards to the evaluation points that are included in the marking in evaluation process. This is our humble request to avoid INS & EEMA membership as these are the non-government consortium and as we are participating in government projects, thus it would be great if we can avoid these pointers.	Amended INS & EEMA membership will not be considered in the Technical Proposal evaluation. Accordingly the award of mark parameters in the evaluation criteria is revised and enclosed at Annexure-I.
2.	4.1.2 c. 3 Experience in last three years executing similar works in the Districts of Odisha. 1 to 6 Districts: 2 marks. 7 to 12 Districts: 4 marks 13 to 18 Districts: 6 marks 19 to 24 Districts: 8 marks 25 to 30 Districts: 10 marks	4.1.2 c Sl. No- 3 We are doing similar work for industry Department through IPICOL on local, National and International basis. This is not included in your evaluation list. This may kindly be given weightage.	Clarification: As this IEC activities will have been within the different locations of Odisha, so this society wants an experienced bidder with wider local geographical presence (no. of districts presence) who actually knows the trend, culture, language, preference of the local beneficiaries and can easily reach to the people of Odisha. So only Odisha experience will be considered under the criteria 4.1.2 c.3. However, there is already a marking criteria (Clause 4.1.2 c.1) towards similar projects executed in the State (Odisha) or National level.

B.	Performance Security / Bid Security / Pre-Qualification / Minimum Eligibility Criteria		
1.	<p>Clause 1.14.1a. Bid Security:</p> <p>A Bid Security of Rs. 10,00,000.00 (Rupees Ten Lakh 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>1.14.1 Bid Security:</p> <ol style="list-style-type: none"> 1. We feel there should be provisions for Start-ups and MSME industries regarding the payment of Bid Security. The amount asked for bid security is huge. If there is any provision for MSMEs please let us know exactly what amount is to be paid during the submission tender document. 2. Asking for such a big amount is being asked before the submission of the bid from all the participants is really a difficult issue. You can ask the successful bidders to submit the amount as security Deposit during the time contract signing. Due to COVID most of the companies are not in a position to pay such an amount. 	<p>Clarification:</p> <p>As per office memorandum no. 21926/12 dtd 12.08.15 of Finance Department, Govt. of Odisha; i) Local MSMEs registered with respective DICs, Khadi,Village, Cottage & Handicraft Industries, OSIC & NSIC shall be exempted from paying bid security (also known as EMD). ii) On conclusion of bidder's process, the local MSE bidder, if selected shall be required to pay 25% of the required performance security.</p> <p>It is further clarified that the above exemption is applicable to local MSEs registered in Odisha only. This exemption to the local MSEs shall be applicable if the kind of service as required under this tender enquiry is clearly specified against the details of the service to be provided in the scope of the DIC / NSIC registration certificate (to be furnished in the technical bid.</p> <p>It is also clarified that the above exemptions (as per office memorandum no. 13681 dated 19.4.2018) shall also be applicable to local Startups (in Odisha) as defined under para-7(Vi) and certified by nodal agency in Para 7(v) of the Odisha Startup Policy 2016.</p> <p>Clause 21 of the O.M as "Guidelines for procurement of goods", communicated vide no. 4939/F dtd 13.02.12, provides the submission of bid security (also known as EMD), to be obtained from the bidders, except those who are</p>

	<p>Clause 4.1.1 iv Pre-Qualification / Minimum Eligibility Criteria: The bidder should have achieved a minimum annual average turnover of Rs.5.00 Crores during last three financial years (FY 2017-18, 2018-19 & 2019-20). Copy of Audited Financial Statement to be enclosed.</p> <p>1.7 Schedule of Selection Process: 3. Proposal submission date 27/01/2021 by 03:00 pm</p>	<p>4.1.1 Pre-Qualification / Minimum Eligibility Criteria: Some start-ups are 2 years old and since March 2019 we are waiting for opening up the market. Hence, our turnover is also not up-to the mark. Please be considerate and reduce the turnover to 2 crores. What amount of business is promised with this RFQ? Please let us know.</p> <p>1.7 Schedule of Selection Process (3. Proposal submission date): At least one month is required to provide the hoarding rates for all the districts of the state, as there are communication problems due to COVID situations. So the submission time should be extended by 15 days. Hope your August office will clarify the above queries at the convenience.</p>	<p>exempted. Amount of Bid Security shared generally be between 2% to 5% of the estimated value of goods/services to be procured.</p> <p>No Change in Clause No. 4.1.1 iv</p> <p>No Change in proposal submission date as mentioned under 1.7(3)</p>
C.	2.2.1 Advertising & Promotion		
	<p>4. Exhibits and Outdoor Media Printing and Installation</p> <p>Production of Promotional Merchandise</p> <p>a. T-shirts - Small/Medium/Large b. Caps – 4 colors</p>	<p>4. Exhibits and Outdoor Media Printing and Installation</p> <p>1. Production of Promotional Merchandise -T-Shirt & Caps- {Quality/Branding specification of T-shirt}</p>	<p>Amended</p> <p>1. Production of Promotional Merchandise The detail specification of T-Shirt & Cap is enclosed at Annexure-II</p>

<p>c. Flags – 1'x2'</p> <p>d. Multi-colour Leaflets/Flyers – 70 gsm</p> <p>e. Multi-colour Posters- Art paper 120 gsm</p> <p>f. Multi-colour Folders – 2 fold 3 fold</p> <p>6. Branding on buses</p> <p>Minimum of 100 Nos. of Buses (to be branded preferably using vinyl stickers/ Paper Stickers) on major routes connecting Districts Headquarters to Bhubaneswar and Cuttack. The quantity may be increased or decreased as per the requirement.</p> <p>The Agency shall create design and install as per bus panel display area. The cost quoted by the Agency shall include the cost of printing and installing of stickers on buses and display rentals for a period at least 6 months from the date of issue of work order.</p> <p>8. Outdoor Hoarding</p> <p>The Agency shall identify locations and put up hoardings minimum 100 locations throughout 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 case of existing departmental (Govt.) hoardings, hiring charges will not be</p>	<p>- Multi-color leaflets/flyers {GSM revised specification min. 90 gsm}</p> <p>Multi-color leaflets/flyers 70 and 120 gsm art papers are not available in the market. Where as 90 and 130 gsm art papers are available.</p> <p>6. Branding of Buses</p> <ul style="list-style-type: none"> - Should we consider Govt. Bus or Private bus - Uninstalling of vinyl stickers amount should be quoted or not. <p>8. Outdoor Hoarding on frame</p> <p>- {High Quality flex banner, written} – flex or other materials will be used.</p>	<p>Amended</p> <p>The revised specification of leaflets /flyers is as follows :</p> <p>Multi-color leaflets/flyers: 90 GSM art paper.</p> <p>Clarification:</p> <p>Branding of Buses</p> <ul style="list-style-type: none"> - We will consider both Government and private buses. - Uninstalling charges will not be considered. <p>Amended</p> <p>8. Outdoor Hoarding on frame</p> <ul style="list-style-type: none"> - The high quality fabric material hoardings will be used as flex has been banned in India.
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	entertained.		
	<p>9. Outdoor Banners on frame</p> <p>The quantity of banners may be communicated to the agency through work order, but the agency has to quote the Square feet rate for printing of high-quality flex banner. The preferable dimensions for the banners shall be 20'x10' (the dimensions of the banner and frame may vary as per requirement). The Agency shall also include the cost of Framing, Installation and Transportation of the same for minimum of 500 Nos.</p>	<p>9. Outdoor Banners on frame</p> <p>- {High Quality flex banner, written} – flex or other materials will be used.</p>	<p>Amended</p> <p>9. Outdoor Banners on frame</p> <p>The high quality fabric material banners will be used as flex has been banned in India.</p>

N:B : All other terms and conditions, eligibility criteria and scope of work of the Tender Advertisement no. 01/2021 remain unchanged.

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

“ANNEXURE-I”

4.1.2 Technical Proposal Evaluation

Evaluation Credentials of the firm shall be done as per the following system.

Sl. No.	Details	Maximum Marks	Basis of Marks to be allotted
1.	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.	30	<p>State (Odisha) or National stature for Govt. departments/PSU either directly or through any development partners (Turnover 35 Lakh or more)</p> <p>1 Project: 5 marks. 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>
2.	<p>Approach, Methodology and Work plan– Describe your Approach/methodology and work plan to provide the required services and the compliance of your methodology and work plan to the terms of reference mentioned in Annexure – A-5.</p> <p>The bidders who qualify in the minimum conditions of eligibility as specified in the clause 4.1.1</p>	35	<p>The approach section should highlight the issues and current thinking on best practice that will indicate the manner in which the team will approaches this project.</p> <p>The methodology section should provide insight and consideration of each of the main task areas specified in the terms of reference. This section should highlight each of the main task area, specify what activities will be undertaken by whom & at what stage in the project and should clearly set out the specific deliverables.</p>

	shall also be called for a presentation on their approach/methodology and work plan as mentioned in their bid (Annexure-A5)		The work plan section should show the methodology graphically in Microsoft project or by means of a Gantt chart or other recognized project management tool, showing the task area, the activities to be undertaken and the timing of deliverables keeping in mind the time frame mentioned in the Terms of Reference.
3.	Experience in last three years executing similar works in the Districts of Odisha.	15	1 to 6 Districts: 3 marks. 7 to 12 Districts: 6 marks 13 to 18 Districts: 9 marks 19 to 24 Districts: 12 marks 25 to 30 Districts: 15 marks
4.	Average annual turnover of the Firm in financial year 2017 – 18, 2018-19 and 2019 – 20.	20	>Rs.5 crores ≤ Rs.6 crores: 10 marks >Rs.6 crores ≤ Rs.7 crores: 15 marks >Rs.7 crores: 20 marks
Total:		100	

T-Shirt & Cap Specification**1) T-Shirt**

Sl.	Parameter	Specification
1	Colour	White / Light Blue
2	Sleeve	Half Sleeve
3	Sleeve Binding	Rib Knitted Fabric
4	Neck	With Collars with Buttons (White Collar in White T-Shirt)
5	Neck Binding	Rib Knitted Fabric
6	Provision of Pocket (Yes / No)	YES
7	Sizes	L, XL, XXL
8	Material	Polyster- Cotton Mix (50% Polyster & 50% Cotton)
9	Mass (in GSM)	200
10	Anti-Shrink	Yes
11	Anti-Wrinkle	Yes
12	Logo Marking	As per the buyer's requirement (as per the prototype)
13	Type of Logo	To be Printed
14	Availability of Test Report from NAB Accredited or Central Govt. Lab to prove the conformity of the product to the specification	Yes
15	Test Report to be furnished	Yes
16	Agree to provide advance sample for buyer's approval before commencement of supply	Yes

2) Cap (Peak Cap)

Sl.	Parameter	Specification
1	Colour	White
2	Material	Barathea Cloth
3	Adjustable Strip	Adjustable strip at the back of the cap
4	Agree to provide advance sample for buyer's approval before commencement of supply	Yes