

The Corrigendum/Addendum/Clarification to Pre-Bid Queries raised by prospective bidders in response to BID NO: GEM/2022/B/2547227 (RFP for empanelment of Advertising & Creative Agencies)& BID NO: GEM/2022/B/2547539 (RFP for empanelment of Audio Visual Agency) dated 27.09.2022.

The pre-bid meeting was held on 27st September 2022, at 12:30 PM in the conference room of Vanijya Bhawan, Central secretariat, as per Para 3 of Section-III of above referred respective RFPs. Though most of the queries raised by prospective bidders were clarified during the meeting, following Corrigendum/Addendum/Clarification for some crucial queries is hereby issued.

2. The following Corrigendum/Addendum/Clarification in response to queries raised by prospective bidders shall form an integral part of bid document and it may amount to an amendment of relevant Para/clause of the bid document. Wherever there is a conflict, the provisions herein shall prevail over the relevant Para/clause of the RFP/ bid document.

S. No.	RFP Para Reference No.	Content of RFP for which clarification sought	Corrigendum/Addendum/Clarification
1	Under 3.2.1 S.No 2	<p>1. The bidder should have average annual turnover of Rs. 50 Crore or more in each of the given financial years.</p> <p>We would like to bring in to your kind notice that due to the Pandemic Situation advertng business has also taken a big hit. Most of the brands were not advertising thus their spends were less. Keeping this in perspective we request to make it cumulative turnover 25 Cr for 5 years or this may be removed if possible.</p> <p>2. It is requested to either reduce the turnover to 40 cr in above mentioned FY's or replace INR 50cr each year to INR 150cr (Combined turnover) in the last 3 years.</p> <p>3. It is mentioned in Section -III of Eligibility Criteria on Point No 2 that the Annual Turnover Should be 50 Cr or more for last three consecutive years out of which Rs 25 Cr from Creative Work.</p> <p>It is requested to kindly allow agencies with combined turnover of Rs. 10 Crore per annum from creative work and Event & Exhibition business during last three financial year.</p>	<p>Considering the fact, the last two Financial years are affected by Pandemic situation, hence to offset;</p> <p>The department has re-considered the annual turnover figure, DPIIT has decided to amend the clause 3.2.2 (2) under RFP- Advertising & Creative Agencies to read as <i>Rs.50 Crores each or more for any three financial years in the last five financial years, out of which Rs.25 Crore from Creative work i.e. designing/production of creative/ commercials for TV, Radio, Print, Online, outdoor etc & Rs.25 Crore from events/MICE/Exhibition business etc.</i></p> <p><i>(Audited financial statements starting from FY 2017-18 verified by Chartered Accountant indicating his/hermembership no. on his seal)</i></p> <p>Similarly, for RFP - Audio Visual Agency, as per the re-consideration over the annual turnover figure, DPIIT has decided to amend the clause 3.2.2 (2) and the same may be read as <i>Rs. 01 crore each or above for any three financial years in the last five financial years.</i></p> <p><i>(Audited financial statements starting from FY 2017-18 verified by Chartered Accountant indicating his/her membership no. on his seal)</i></p>

2.	Para 3.4 of the both RFPs	<p>Earnest Money Deposit</p> <p>1. Registered Under MSME(EMD Exemptions)</p> <p>2. Request you to please provide such exemption to MSME/Udyam agencies.</p>	<p><u>Clarification</u></p> <p>MSME/NSIC registered companies are exempted from EMD.</p> <p>Exemption is on the submission of EMD only.</p> <p>Such exemption shall be provided based on the submission of MSME/Udyam certificate by the bidding agency.</p>
3.		<p>1. For participating in GEM we need to provide a price in their Price column. Advice whether we can put any figure to complete the submission process</p> <p>2. And hard copy submission and acceptance procedure</p>	<p><u>Clarification</u></p> <p>1. GeM Bid is not exhaustive in terms of scope of work/eligibility conditions. Thus the details as mentioned in the uploaded RFP document be considered and all the details regarding the RFP shall be submitted in Hard copy as per the requirements of RFP documents.</p> <p>2. Refer to general clause 8 of respective RFP documents:</p> <p>The sealed envelope should reach by 7 Oct. 2022 before 1700 hours addressed to CIPAM, Project Room-F, Department for Promotion of Industry & Internal Trade (DPIIT), Ministry of Commerce & Industry, Udyog Bhawan, Rafi Ahmed Kidwai Marg, New Delhi-110011</p> <p>And email - To - cipam-dipp@gov.in; cc - Deputy Secretary Sachin Dhania, sachin.d@gov.in and Under Secretary, Rajesh Ranjan rajesh.ranjan@gov.in; Department for Promotion of Industry and Internal Trade, Ministry of Commerce & Industry, Government of India, Udyog Bhawan, New Delhi-110011</p>
4.	4.1.5 Sl. No. 2.	<p>1. Six best projects- 360 degree (ATL, BTL, PR, Digital) campaign involving Electronic, Print, Outdoor, Digital etc for any govt program/brand/corporate/social organization of media budget of Rs. 3 Crore and above. (Objective, strategy, Media mix, outcome) (Max -3 marks for each campaign)</p> <p>Please suggest that the above mentioned Category is applicable for Individual category work order of above INR 3 crore or for all category work done, that is done under single work order.</p> <p>2. Allow agencies to submit i) 5 best projects (360 advertising campaign of preferably Govt/ PSUs/ Corporate/brand) undertaken of</p>	<p>1. Considering the fact, the last two Financial years are effected by Pandemic situation, hence to offset –</p> <p>The department has re-considered and decided to amend clause 3.2.1 s.no. 4 under RFP creative & advertising to read as :</p> <ul style="list-style-type: none"> - <i>5 best projects (360 degree advertising campaign of preferably Govt/PSUs/Corporate/brand) undertaken of media budget of Rs.3 Crore each in the last five years.</i> - <i>3 big events of national/international level for Government or Corporate, out of which one event must have been organized for Central/State Government which with 1200+ delegates in last five years.</i> <p>The department has re-considered and</p>

		<p>media budget of Rs.3 Crore each in the last five years</p> <p>3. Request the authority to consider this clause as: Event Management: Big events(national/international level) with participation of more than 1200 delegates or exhibition/fairs with footfall of over 20000 people. Each event should be of billing Rs.50 Lakh's and above</p> <p>4 –Clause no. 4.1. 5, point 2 We request the authority to consider this clause as 3 best projects (360 Degree advertising campaign of preferably Govt/ PSUs/ Corporate/ brand) undertaken of media budget of Rs.1 Crore each in the last three years.</p>	<p>decided to amend clause 3.2.1 s.no. 4 under RFP Audio visual agency to read as :</p> <p><i>Have produced at least 5 documentary films /Corporate films/ Viral Videos/ Web series/ Animated films of min 2- 5 mins AND 5 TVCs of 30-60 sec duration in the last five years for Government/DAVP or Corporate. Submit show reels of his/her production work undertaken in last five years along with Work order/Completion certificate.</i></p> <p>The department has re-considered and decided to amend <i>clause 4.1.5 Sl. No. 1. Under RFP - Audio Visual Agency, as per the re-consideration Five best Film samples (Corporate/ Web- Series/Documentaries/ Corporate) with attached original briefs to compare execution against concept in the last five financial years.</i></p> <p><i>Similarly, clause 4.1.5 Sl. No. 2. Under RFP- Advertising & Creative Agencies to read as Five best project, 360 degree (ATL, BTL, PR, Digital) campaign involving Electronic, Print, Outdoor, Digital etc for any govt program/brand/corporate/social organization of media budget of Rs.3 Crore each or above. (Objective, strategy, Media mix, outcome) in the last five financial years.</i></p>
5.	4.1.5 S.no 7& 4.1.5 S.no 4	<p>As mentioned in point number 4.1.5 under S.no. 4 & 7 , 2. According to clause 4.1.5, Awards won by the creative team/Producers of national/ international repute such as Cannes Lions, Advertising Association of India (AAAI), American Advertising Federation, ABBY awards or equivalent. Have to produce documentary evidence. (1 marks for each award)</p> <p>It is requested you to kindly allow to submit Awards won by the creative team/Producers of national/ international repute such as Delhi Ad Club SAARC too.</p>	<p><u>Clarification for Clause 4.1.5 S.no 7 and Clause 4.1.5 S.no 4 under GEM/2022/B/2547227 & GEM/2022/B/2547539 respectively</u></p> <p>The awards mentioned under RFP document is for exemplary purpose, however bidders may submit such recognition or awards won by the agency that possess international, national or state level reputation.</p> <p>Only such reputed recognition or Awards shall be taken into consideration while evaluation of the bid.</p>