

Reply to Pre-Bid Queries**Sub: RFP for Engagement of Communication and Creative Agencies for NHIDCL (Limited Tender Enquiry)**

Tender ID: 2024_NHIDC_823746_1

S. No.	Reference	Query	Reply
1	Page 27, 2.9.3	Pls clarify this following point - Page 27, 2.9.3 i. same resource shall be deployed as proposed, Question - what if due to any unforeseen circumstances the resource has to be withdrawn or replaced?	As per RFP clause 2.9.3.i, and 3.5. (Notes)
2	Page No. 12	how these payments are to be made. Can we give FDR or DD for EMD /tender fees. EMD Amount: 10 Lacs Only (Ten Lacs Only) Payable as per the directions mentioned in NHIDCL Office Order number NHIDCL/F&A-25/2019-20/E-182855/516 dated 22.03.2023 regarding Mandatory EBG, EMD and Tender Fee deposit through Induscollect. URL: https://nhidcl.com/wp-content/uploads/2023/03/Noticefor-e-PBG-Tender-Fee-and-EMD.pdf The EMD shall be submitted on https://induscollect.indusind.com/pay/index.php .	EMD and Tender Fee should only be submitted through the link provided in the RFP.
3	Page No. 26	If a board resolution is given in the name of signatory, then what Board resolution is required in whose name??	As per RFP clause 2.8.
4	General	My only request was to give us extension in the submission date.	Extension given only when there is any change in scope or evaluation criteria. Hence, in this case no extension in the Bid due Date will be considered.

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5	Technical Evaluation Framework Page no. 28 Point 1.	As per Tender Document the turnover mentioned are on a very high side. as we all know that the last 2 years were under COVID -19 impact so no events could be performed. Due to the restrictions imposed by the Government. So, we request you to please revise these criteria. So its our Humble Request to kindly Reduce it to Average Turnover for fair participation of companies.	As per RFP
6	Point 2, Page no. 29	Communications and Events related experience of Bidder with minimum work order value of Rs 50 Lac for each project during last 5 years (Up to 5 Projects) Please clarify whether experience in social media & campaigns will be considered under Communications.	As per RFP clause 2.9.4, Stage 1: Technical Evaluation, Technical Evaluation Framework, A. Firm Evaluation, 2.
7	Point B. Page no. 30	Point 4. Evaluation of Presentation & Creative Illustrations Point 5. 5. Creative Illustrations Should both the presentation with brief notes and illustrative concept details along with the note be submitted along with the technical bid?	As per RFP clause 2.9.4, Stage 1: Technical Evaluation, Technical Evaluation Framework, B. Evaluation of Presentation & Creative Illustrations, 4 & 5.
8	Page No. 31	The Personnel/Manpower will be stationed Onsite at NHIDCL premises?	As per RFP clause 3.5. Teaming Arrangements.
9	Page no. 75	As per Tender Document of RFP for Engagement of Communication and Creative Agencies for NHIDCL dated 30th August, 2024, Annexure VI, Non-Judicial Stamp Paper Value Rs.500/- is required for power of attorney purpose. Generally power of attorney is done in maximum Rs.100/- Non Judicial Stamp paper for any RFP by others. So we request you to kindly allow to reduce stamp paper value amount to maximum Rs.100/-	As per RFP ANNEXURE- VI: FORMAT FOR POWER OF ATTORNEY.

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10	Page 40	<p>a) Communication Strategy & Planning Page 40 (vii) Suggest brand ambassadors and influencers and Clarifications Requested collaborate with bloggers/influencers to increase reach and to connect with more target groups</p> <p>We understand that these brand ambassadors & influencers cost is dynamic in nature and NHIDCL would make the payments separately if approved. Please confirm.</p>	Yes, after due approval of the designated competent authority.
11	Page 41	<p>b) Digital and Social Media Management (i) Enhance organization's digital presence through the design and management of social media graphics, website elements, events, conferences and other online/ offline branding materials</p> <p>Kindly clarify about website elements, are these website banners?</p>	<p>Yes, Website Elements may include header & footer designs, infographics, banners, creative content, etc.</p> <p>These elements are indicative in nature. The agency shall suggest the same or the same may be communicated from time to time as per the requirement of NHIDCL.</p>
12	Page 42	<p>(v) Obtain feedbacks from public and conduct specialised / targeted interviews of stakeholders as and when required to enhance contents created.</p> <p>We understand that this would be analysis of TG stakeholders and provide feedback to you. Please clarify</p>	<p>The selected agency may be required to gather feedback from target group based on various initiatives of NHIDCL such as, but not limited to, events, release, launch, etc.</p> <p>These feedback gathering initiatives shall be suggested by the agency or communicated from time to time as per the requirement of NHIDCL.</p>
13	Page 43	<p>(ii) Conduct regular 'sentiment analysis' & 'spokesperson analyses across all mediums including geographic analysis, thematic analysis (on specific issues/ theme, ex. tolling, road safety,</p> <p>Kindly clarify on spokesperson analysis? What does it mean?</p>	The agency shall provide the analysis as per the Scope of Work mentioned in the RFP clause 3.3.
14	Page 45	<p>D. Specialised Photo Documentation Services: During the course of engagement, at the discretion of Client, the agency has to provide the following specialised team at 2 location(s) directed by the Authority. The two locations Kindly clarify on the number & type of resources required for Guwahati office? shall be NHIDCL's Head Office in New Delhi and its regional Office Guwahati. However, prior written approval from Client must be obtained before deployment</p> <p>Kindly clarify on the number & type of resources required for Guwahati office?</p>	As per RFP clause 3.5. Teaming Arrangements.

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15	Page 47	v) YouTube – 8 Videos Please clarify on type and duration of videos required? Would these animation videos, would there be a requirement of VO?	As per the Scope of Work mentioned in the RFP clause 3.3.
16	Page 47	xi) Testimonials – 5 We understand that these are posts for Social Media? Please clarify if these are videos?	As per the Scope of Work mentioned in the RFP clause 3.3.
17	Page 59	(iii) Software and Hardware Requirements for the resources will be provided by IT Division of NHIDCL We understand that these would be laptops, desktops for the resources plus design software, like coral, AI etc. Please clarify.	As per the Scope of Work mentioned in the RFP clause 3.6.A, and 3.8.
18	Page 29	Technical Presentation During the Prebid meeting, it was discussed that we can further refine our presentation post submission also, please confirm.	The agency can refine their submitted presentations and shall present the same as per the schedule notified by NHIDCL. The agency shall submit a duly authorized hard copy of the presentation made on the scheduled date.
19	General query	Would the release be done by the agency? Please clarify	The selected agency shall create all content as mentioned in the RFP for posting on social and digital media platforms of NHIDCL as per the approval and directions of the Competent Authority.
20	General query	Due Date of Submission Since, the agencies will be able to prepare proposals only after receipt of pre-bid clarifications it is requested to kindly extend the date of the submission of bid by at least one week.	Extension given only when there is any change in scope or evaluation criteria. Hence, in this case no extension in the Bid due Date will be considered.
21	Page No. 28	As per the RFP technical evaluation criteria clause No. A. regarding Firm Evaluation (20 Marks), we kindly request you to give exemption of the followings for technical evaluation criteria as per the Government procurement rules & GFR 2017 for Start-up; a) Allow Turnover exemption for Startup companies to give full marks for technical evaluation criteria under turnover clause i.e. QC: BS selection process and compare quality proposal among other competitors.	a) In addition to the terms and conditions of the RFP and considering the strategic importance of the engagement, minimum marks as per the Technical Evaluation Framework as mentioned in the RFP shall be awarded to eligible bidders as per relevant Government of India guidelines. b) Relevant experience criteria, as mentioned in clause 2.9.4, Stage 1: Technical Evaluation, Technical Evaluation Framework, A. Firm Evaluation, 3, shall also prevail for Autonomous Societies/ Bodies/ Projects/ Schemes/ Events/

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		b) Allow exemption of Govt Specific Exp or accept experiences from Autonomous Bodies for (No. of projects) handling creative communications / social media management for Central / State Government Department / PSU. (Up to 5 Projects). Kindly allocate Startup company full marks for technical evaluation criteria.	Committees of Government of India/State Governments/UTs and similar entities.
22		<p>The Bidder Should have an annual average turnover of Rs. 15.00 Cr. Certified by a Chartered Accountant during last 3 (three) financial years ending FY 23-24</p> <p>Request a relaxation in the Average Annual turnover criteria from 15.00 Cr. To 7-8 Cr. For relevant experience. This request is in accordance with the MSME relaxation norms, as specified in the Office Memorandum F./20/2/2014-PPD (pt) dated 20 September 2016.</p>	In addition to the terms and conditions of the RFP and considering the strategic importance of the engagement, minimum marks as per the Technical Evaluation Framework as mentioned in the RFP shall be awarded to eligible bidders as per relevant Government of India guidelines.


 (Lt. Col. Abhijit Kulkarni) 06.09.24

General Manager (Corporate Communication and Business Development)

