

राष्ट्रीय राजमार्ग एवं अवसंरचना विकास निगम लिमिटेड

सड़क परिवहन और राजमार्ग मंत्रालय, भारत सरकार  
तीसरी मंजिल, पीटीआई बिल्डिंग, 4-संसद मार्ग, नई दिल्ली-110001

National Highways & Infrastructure Development Corporation Limited

Ministry of Road Transport & Highways, Govt. of India  
3rd Floor, PTI Building, 4-Parliament Street, New Delhi-110001, +91 11 23461600, www.nhidcl.com



(भारत सरकार का उद्यम)

(A Government of India Enterprise)

No. NHIDCL/Admin/CreativeAgency/2022/e-208713

Dated 25.05.2022

**Pre-Bid Meeting queries and Clarifications - tender for Empanelment of a Creative Agency for providing a creative/communication strategy and creative design etc to the Ministry of Road Transport & Highways and its allied agencies.**

**Tender ID 2022\_NHIDC\_688432\_1.**

The requisite clarifications from NHIDCL in respect of queries received/raised in the pre-bid meeting held on 19.05.2022 are as under:

S. No	RFP Clause No.	Page No.	Current Provision	Clarification / Amendment Requested	Clarification by NHIDCL
1.	Important Facts & dates	1	Annual approximate cost of the tender Rs. 2,50,000,00/-.	Please clarify whether this amount is the upper limit or depends upon the actual quantum of work?	This is an indicative estimate of Authority. The actual cost of work may vary depending upon quantum of work at approved rates.
2.	1.6.3 (3)	15	Awards/testimonials received from clients (Govt./PSU's/Local Bodies/Autonomous bodies/co-operatives etc.) for successfully executed campaigns (05 marks for each 1 <sup>st</sup> prize, 3 marks for each 2 <sup>nd</sup> prize and 2 marks for each 3 <sup>rd</sup> prize, as per clause 1.6.2 (c)	This criteria appears to be restrictive because generally the departments do not confer awards etc., rather the departments generally issue appreciation letters. Therefore, in addition to awards/testimonials, appreciation letter may also be included to consider awards of assessment marks. Moreover, the first prize, 2 <sup>nd</sup> prize etc. to be deleted as no such prizes are given. Appreciation letters are itself a prize.	Keeping in view the suggestions and discussion in the pre-bid meeting, this provision is modified as under:  "For Awards / Testimonials/Appreciation Letters received from clients (Govt / PSUs / Local Bodies / Autonomous Bodies / Co-operative societies etc, for successfully executed campaigns/creative job, 05 marks will be given for each Award/Testimonial/Appreciation letter."
3.	1.5.4	13	Dedicated Team of Professional experience criterion	The criterion should be uniform instead of having different years of experience for different professionals.	Keeping in view the discussion in the pre-bid meeting, the number of years of experience in respect of team of professionals may be read as under: i. For Project Head - More than 08 years ii. For others : More than 03


S. No	RFP Clause No.	Page No.	Current Provision	Clarification / Amendment Requested	Clarification by NHIDCL
					years
4.	1.2.5	8	The creative agency should have handled atleast one creative account in the relevant field.	Can you please elaborate about 'relevant field'	Relevant field means the work details given under Clause 1.3.2 and 1.3.3 on page 9 of the tender document.
5.	1.2.10	8	The bidding agency should have successfully executed one similar work. Or 2 similar works not less than 50% of the total cost of the tender	i. What do you mean by 'agency successfully executing similar work'. Do you mean Government projects or specific to 'road & transport' or any other?  ii. Assuming 2.5cr is the tender cost, does that mean we need to have 2 projects costing 1.25cr of more.	i. The field is not restricted to Road & Transport. It means work on any projects of Govt/PSUs/Autonomous Bodies/Local Bodies etc in respect of items of work mentioned under Clause 1.3.2 and 1.3.3  ii. Assumption is correct and contents of the Clause are also without ambiguity.
6.	1.3.4	10	The agency should submit a quote for undertaking a photoshoot per location for 1 project	Can you specify the scope we should cover for costings. The total no. of shots, location - will it be only outdoor or studio as well, will shooting of models/human characters included & how many? Touch-up & composition cost also varies depending on the nature & complexity of final output needed?	The creative agency shall be the best judge to decide the no. of shots as per object of the shoot, which will be outdoor on the project sites, without models etc.
7.	1.3.5	10	Other related and miscellaneous work including	Any indication about the quantum of translation and the no. of languages it needs to be translated in an year? What will the approximate quantity and will these be internal/sales logos?	No quantum can be pre-notified. Fixed fee covers the cost of all such misc work. Please refer to clarification vide NB, under Clause 1.7.2 (a) on page 16 of the tender document.
8.	NB below Point 1.2.10	8	Relaxation in prior experience and prior turnover.	How much relaxation will be there in terms of turnover and experience.	There is no ambiguity, relaxation means relaxation.
9.	Below point 1.3.2(d)	9	The creative material would at times, be required to be provided at	Please specify in terms of number of days.	Number of days cannot be foreseen at this stage.



S. No	RFP Clause No.	Page No.	Current Provision	Clarification / Amendment Requested	Clarification by NHIDCL
			a very short notice.		
10.	1.3.4	10	The quote would be applicable for undertaking similar photo-shoots in other projects.	Quote should be inclusive of travel, boarding, lodging meals cost, or it will be reimbursed as per actuals.	Position is clarified vide N.B. under Clause No. 1.7.2 (a) on page 16
11.	1.6.2(e)	14	Six different samples to be submitted by the bidder for technical assessment after clearing pre-qualifying stage	Will NHIDCL will bear the cost of these samples creation	No
12.	1.2.4	8	Must have been in operation for a minimum period of three years as on closing date of the tender.	Work experience prior to three years as on closing date of the tender will be considered or not.	Though the query is not clear, Clause 1.2.10 on page 8 may clarify this point.
13.	BOQ 724443	Rows 1.01&1.02	Fixed annual fee 1 <sup>st</sup> and 2 <sup>nd</sup> year lump sum.	What is to be included in it as it is written lump sum.	It is already clarified vide NB under Clause 1.7.2 (a) on page 16 of the tender document.
14.	--	3 & 4		Two Bid System mentioned Technical Financial Whereas Page No. 4 Pre-qualification Technical Financial And on Postal Covers 2 Cover 1. Fee/Pre Qual/Technical Cover 2. Financial	There is no ambiguity. It is a Two bid system: one is Technical bid, having two parts (pre-qualification and Technical). All documents of pre-qualification to be placed in one envelop, all information about Technical in the second envelop and both these to be placed in another envelop. The pre-qualification envelop shall be opened first. Technical shall be opened only if declared pre-qualified.
15.	1.2.5	8		Cumulative Revenue work > 5 Cr. In last 3 years. And one creative account>1.5 cr in relevant field in any one of the last 3 years	The query is not clear. The participant in pre-bid meeting pointed out that due to restricted working during Covid-19 pandemic, the three years period may be extended to five years. Keeping in view the suggestion and discussion, the Clause No. 1.2.5 may be read as under: "The bidding agency must have a cumulative revenue from creative work, [should not include any media release billings] equivalent to Rs. 05.00 crore or above during a period of last four years (2017-18 to 2020-21)

S. No	RFP Clause No.	Page No.	Current Provision	Clarification / Amendment Requested	Clarification by NHIDCL
					In addition, <u>the creative agency should have handled at least one creative account in the relevant field, with revenue of over Rs. 1.5 crore</u> , in any one of the last three years (i.e. 2018-19, 2019-20 & 2020-21)."
16.	1.2.10	8		One similar work > 80% annual cost of tender. Two similar work> 50% annual cost of tender Three similar work> 400% annual cost of tender (During last 7 years ending 31.03.2022)	No Ambiguity
17.	1.5.4	13		Voter ID and Aadhar are required to be submitted with CV's of Team Member, are proposed to be deployed.	Yes
18.	1.6.2	14	Technical Bid	Sample Creative? After qualifying in Pre-qualification stage	"Pre-bid Criterion" may be read as "Pre-qualification criterion"

All other terms and conditions of the tender document remain the same

  
 (S.P. Sanwal)  
 DGM (Admin)