

Response to the queries for Public Relation (PR) and Media Planning Agency

No :1851/IMTR-47/2023

Tender No. 1786 Date: 07/10/2023

Date:18/10/2023

Sl.No	RFP Reference	Content of RFP	Clarification Sought	Response
1.	Point 5: Pre-Qualification Criteria, SL No 4 (Annual Turnover) - Page 14	<p>Minimum Average Turnover of the organization must be INR 20 Crores from the last three (3) financial years (FY 20-21, FY 21-22, FY 22-23).</p> <p>Audited balance Sheet and Profit & Loss account statement of the bidder for each of the last 3 audited financial years. Certificate duly signed by Statutory Auditor of the Bidder for total turnover.</p>	<p>We are a leading communication agency of the region and empaneled with various state government departments, corporate and UN agencies. However, being MSME organizations many home-grown companies like us often face challenges in meeting higher turnover thresholds due to the size and limitations of work, in the communication sector, in a market like Odisha.</p> <p>In light of this, we request you for a reconsideration of the Average Annual Turnover criterion and proposing a reduction to a more realistic and attainable range like 3 Crores.</p> <p>This revision shall help and encourage many professional media agencies of the state to participate in the bidding.</p>	As per RFP
2.	Point 5: Pre-Qualification Criteria, SL No 6 (Relevant Experience) - Page 15	<p>The Agency should have worked on media related work with Central Govt./State Govt./PSUs/Autonomous bodies/Private listed Companies at least 10 years as on 30th Sep 2023 in Advertising field and have done similar work as defined in the scope of work.</p>	<p>While we acknowledge and respect the criteria set forth in the tender document, we would like to bring to your attention a concern that might inadvertently limit the inclusion of innovative and dynamic agencies. The stipulated requirement of at least 10 years of service experience in the advertising field poses a challenge for many startups and MSME companies, to actively participate in this tender process. Thus, we kindly request you to consider reducing the minimum required experience duration from 10 years to 5 years.</p>	As per RFP

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3.	Point 5: Pre-Qualification Criteria, SL No 7 (Certification) - Page 15	<ul style="list-style-type: none"> • The advertising agencies empanelled with Bureau of Outreach and Communication (BOC) (erstwhile DAVP). • The Agency should have full accreditation with Indian Newspaper Society (INS) since last 15 years. • IBF Accreditation • Valid INS Accreditation for past 15 years till date 	<p>Being as a leading creative agency of Odisha we are empanelled with the Information & Public Relations Department of Govt of Odisha. We are also empanelled with other departments and government agencies and extending a wide range of communication services to our clients.</p> <p>In today's changing scenario, it is not mandatory to have registration/ certification/ accreditation under DAVP/INS/IBF etc. as asked in the tender as pre-qualification criteria.</p> <p>We thus request the officials to wave off these from the list so that many home-grown professional agencies can take part in the process.</p>	As per RFP
4.	6.5 Technical Evaluation Criteria: SI No. TQ1 (Evaluation Criterion) – Page 17	Experience on media related work with Central Govt./State Govt./PSUs/Autonomous bodies/Private listed Companies at least 10 years as on 30th Sep 2023 in Advertising field and have done similar work as defined in the scope of work.	20 marks is earmarked against this criterion in the evaluation process. However, there is no mention about the total number of Workorders to achieve the full mark. Kindly elaborate on this.	As per RFP
5.	6.5 Technical Evaluation	Work Experience in State Govt: <ul style="list-style-type: none"> • One State Govt = 10 marks 	The criterion says, 'One State Govt = 10 marks' which is clear. However, the condition as 'Two State	As per RFP

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	Criteria: SI No. TQ2 (Evaluation Criterion) – Page 17	<ul style="list-style-type: none">Two State Govt= 10 marks	Govt= 10 marks' is not clear. Does this mean with work order from another one state the agency shall get the full 10 marks (as mentioned in the second point)? Similarly, instead of Other State Govt. kindly consider revising to 'Two State Govt/ Govt of India/ Central PSU= 10 marks.	

By the order of CMD

Sd/-
F.A& C.A.O
OSRTC, Bhubaneswar