

**Government of India
Ministry of Tourism
(Publicity Division)**

'RECORD OF DISCUSSIONS' OF PRE-BID MEETING HELD ON 10TH FEBRUARY, 2021 WITH RESPECT TO TENDER DOCUMENT NO. TP-5/36/2020-PUBLICITY DATED 27.01.2021 REGARDING DEVELOPMENT OF CREATIVES IN FORM OF PRINT, RADIO, DIGITAL, OUTDOOR AND AUDIO VISUAL TO HAVE AN EFFECTIVE AND SUSTAINED MULTI-MEDIA TOURISM PROMOTION CAMPAIGN ON 'CONFIDENCE BUILDING/REASSURANCE THEME'.

A Pre-bid meeting was held on **10th February, 2021 at 1100 Hrs** in the Ministry of Tourism, Government of India, Transport Bhawan, 1st Parliament Street, New Delhi to clarify queries regarding the **Tender Document NO. TP-5/36/2020-PUBLICITY, Dated 27.01.2021** – issued by Ministry of Tourism for the development of Creatives in form of Print, Radio, Digital, Outdoor and Audio Visual to have an effective and sustained multi-media tourism promotion campaign on 'Confidence Building/Reassurance theme'.

2. The meeting was attended by the representatives of the following agencies: -

- a. Mr. Aditya Raghav (Account Manager), **M/s Vermutlion Communication Pvt. Ltd.**
- b. Mr. Lalan Jha (Gr. Account Director), **M/s Sanket Communications Pvt. Ltd.**
- c. Mr. Siddharth Suman, M/s Moving Pixels Pvt. Ltd.
- d. Mr. Deepak Chauhan, M/s Pamm Advertisement & Marketing Pvt. Ltd.
- e. Mr. Narender, **M/s Quantum Communications Pvt. Ltd.**
- f. Mrs. Priya, **M/s Adworth Media Pvt. Ltd.**
- g. Mr. Abhishek Pandey (Account Director), **M/s Ibroad7 Communications Pvt. Ltd.**

3. The following officers were present during the pre-bid meeting to clarify the queries raised by the agencies: -

- a. Shri Arun Srivastava , Deputy Director General (Publicity & Events)
- b. Smt Susheela Tigga, Assistant Director General(Publicity)
- c. Shri Anoop Biswas, Tourist Information Officer(Publicity)
- d. Shri Ajeet Kumar Tyagi, Tourist Information Officer (Publicity)

4. The clauses of the Tender Document were reiterated to the representatives of the agencies. Agencies were advised to submit their bids and documents strictly in accordance with the Tender Document. The schedule of delivery and the penalty clause, as mentioned in the Tender document was highlighted.

5. Based on query raised, followings were reiterated and clarified as per the clauses mentioned in the RFP: -

- a. The bidding agency/production should have a cumulative turnover equivalent to Rs.30.00 (Thirty) Crore or above in the financial years 2017-18, 2018-19 and 2019-2020. A certificate from Chartered Accountant must be produced as documentary evidence and no other document would be accepted. CA certificate to be submitted as per format at **Annexure 2** of the RFP.
- b. The bidding agency were clarified on the assessment of Technical Bids stating that the total payment to the agency from a single client in any one year out of the three years (2017-18, 2018-19, and 2019-20) of an amount of at least Rs.1.00 (One) Crore for production of Creatives/TV commercials/Films/Documentaries- **2 marks for each account. 2 marks each for every additional account for which payment received is Rs. 1.00 (One) Crore or more (during 2017-18, 2018-19 and 2019-2020).**
- c. It was clarified that in lieu of Bid security, bidders should sign a Bid securing declaration accepting that if they withdraw or modify their bids during the period of validity, or if they are awarded the contract and if they fail to sign the contract, or to submit a performance security before the deadline defined in the bid document, they will be blacklisted for the period of eighteen months (18) from the date of disqualification. In the absence of Bid securing declaration in the prescribed format (Annexure - 4), the tenders will be rejected and will not be opened.
- d. It was clarified that the successful agency / production house will execute a Performance Guarantee for **3%** of the total value of the contract in the form of Account Payee Demand Draft or a Bank Guarantee from a Commercial Bank in an acceptable form or in the form of a Fixed Deposit Receipt pledged to the 'Pay and Accounts Officer, Ministry of Tourism' payable at New Delhi. The Performance Guarantee should remain valid for a period of 60 days beyond the completion of the period of contract.
- e. Further, based on the pre-bid queries it was clarified that the duration of the Audio Visual to be developed is '60' Seconds and '30' Seconds for short edits.

6. It was conveyed that the deadline for submission of bids is **03rd March, 2021 before 1500 hrs** any bids submitted after above mentioned time will not be accepted. The technical bids (for initial scrutinizing of documents) would be opened on the same day at **1600 hrs**. The bidders are expected to be present during the opening of the technical bids. The financial bids of the technically eligible bidders shall be opened by a Constituted Committee. The bidders who are technically qualified shall be asked to be present for opening of the financial bids, the date and time for which will be conveyed separately.

7. In addition to the above, a 'corrigendum' is issued with respect to **pg. no. - 8 'Clause 12' (Assessment of Technical Bids) & pg. no. 16 'Annexure -2'. (Copy enclosed).**

GOVERNMENT OF INDIA
MINISTRY OF TOURISM
(PUBLICITY DIVISION)

Transport Bhawan
1 Parliament Street
New Delhi – 110 001
Tel :- 2371 -1995

F.No.: TP-5/36/2020-PUBLICITY

Date : 16.02.2020

CORREGENDUM

Subject: Reference to the RFP DOCUMENT No. TP-5/36/2020-PUBLICITY Dated 27.01.2021 issued by Ministry of Tourism for the development of Creatives in form of Print, Radio, Digital, Outdoor and Audio Visual to have an effective and sustained multi-media tourism promotion campaign on ‘Confidence Building/Reassurance theme’.

Reference to the above subject:

This is to inform that based on the pre bid meeting held on 10th February, 2021 at 1100 Hrs in the Ministry of Tourism, Government of India, Transport Bhawan, 1st Parliament Street, New Delhi with respect to the Tender Document NO. TP-5/36/2020-PUBLICITY, Dated 27.01.2021. The following clauses of the RFP are amended which are reproduced below for the sake of clarity:-

Sl. No.	RFP Clause No.	Page No.	Earlier Provision	Amended (Now to be read as.)
01.	12 (Assessment of Technical Bids – Point . 6	08	Award winning movies recognized for National/Global label or earlier work of similar nature undertaken and Experience in the field of film production. (Maximum 3 mark for each National Award winning Film and maximum 5 marks for each International Award winning Film)	Award winning movies recognized for National/Global label or earlier work of similar nature undertaken and Experience in the field of film production. (Maximum 3 mark for each National Award winning Film/Creative/Radio Jingle and maximum 5 marks for each International Award winning Film Creative/Radio Jingle)

02	'Annexure -2'. Letter for Technical Bid Submission	16	It is further to certify that the M/s.....(name and address of the bidding agency) the agency has received total payment from a single client, i.e. M/s ----- (name of Client) in the year----- (any one year out of the three years (2017-18, 2018-19, 2019-20) of an amount of at least Rs.1.0 Crore for production of films.	It is further to certify that the M/s.....(name and address of the bidding agency) the agency has received total payment from a single client, i.e. M/s ----- (name of Client) in the year----- (any one year out of the three years (2017-18, 2018-19, 2019-20) of an amount of at least Rs.1.0 Crore for production of Creatives/ TV commercials/ Films / Documentaries
			In addition, the agency has received total payment from the following clients during the three years (2017-18, 2018-19, 2019-2020) of an amount of at least Rs.1.0 Crore per client for production of films:	In addition, the agency has received total payment from the following clients during the three years (2017-18, 2018-19, 2019-2020) of an amount of at least Rs.1.0 Crore per client for production of Creatives/TV commercials/ Films / Documentaries.



Arun Srivastava

Deputy Director General (Publicity & Events)