

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

F. No. TP-5/03/2022-Publicity

'RECORD OF DISCUSSIONS' OF PRE-BID MEETING HELD ON 4th OCTOBER, 2022 WITH RESPECT TO TENDER DOCUMENT NO. TP-5/03/2022-PUBLICITY DATED 22.09.2022 REGARDING APPOINTMENT OF MEDIA PLANNING AGENCY FOR THE MINISTRY OF TOURISM, GOVERNMENT OF INDIA.

A Pre-bid meeting was held on **4th October, 2022 at 1100 Hrs** in the Ministry of Tourism, Government of India, Transport Bhawan, 1stParliament Street, New Delhi to clarify queries regarding the **Tender Document No. TP-5/03/2022-Publicity dated 22.09.2022** –issued by Ministry of Tourism for Selection of dedicated Creative Agency for the Ministry of Tourism, Government of India.

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

- a) Mr. Anil Thakur (Senior Manager), M/s R K Swamy BBDO
- b) Mr. Manoj PR(Senior Media Controller), M/s R K Swamy BBDO
- c) Mr. Arun Sharma(COO), M/s Initiative Media (India) Pvt. Ltd.
- d) Ms. Shilpa Kumar(Vice President), M/s Span Communications

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. Shri Anoop Biswas, Tourist Information Officer(Publicity)
- c. 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 Scope of Work, objective and Expectations from the agency as mentioned in the Tender document were highlighted.

5. Agencies were advised to go through the RFP Document carefully and submit their bids with the documents listed in the RFP document and in the formats wherever prescribed. The Financial Bid may be carefully submitted in the prescribed format, ensuring that there are no discrepancies in calculations and amounts quoted.

6. The response to queries raised by the representatives attended the Pre-bid meeting and queries received by e-mail and there are as below:

S. NO.	RFP Clause No.	Page No.	Current Requirement	Clarification Requested	Clarification of MoT
1.	1.2. Minimum Eligibility Criteria	5	1.2.2 Keeping in consideration the impact of Covid-19, annual turnover of the Media Planning Agency during each of the last 3 financial years (during <u>2018-19, 2019-20& 2020-21</u> or <u>2019-20, 2020-21& 2021-22</u>), should be a minimum of	We request the authority to consider Cumulative Turnover of Rs.100 Crore during any 3 years (i.e <u>2018-19, 2019-20& 2020-21</u> or <u>2019-20, 2020-21& 2021-22</u>), (Certificate from the Chartered Accountant	No Changes in Clause 1.2

			Rs. 100 Crore per year (Certificate from the Chartered Accountant on his/her letterhead should be submitted).	on his/her letterhead should be submitted).	
2.	1.2. Minimum Eligibility Criteria	5	1.2.3 Out of the last three financial years (<u>2018-19, 2019-20</u> & 2020-21 or <u>2019-20, 2020-21</u> & 2021-22), at least in one year, the Media Planning Agency should have undertaken the work of Media Planning in the Electronic (Television) and/ or Print Media, for a single client, for a value of Rs. 15 Crore or above and in the Online Media (Digital and Social) for Rs. 15 Crore or above. (Certificate from the Chartered Accountant on his/her letterhead mentioning the name & address of client, brief of media planning activities undertaken, amount and the financial year should be submitted).	We request the authority to kindly consider this clause as, Out of the last three financial years (<u>2018-19, 2019-20</u> & 2020-21 or <u>2019-20, 2020-21</u> & 2021-22), at least in one year, the Media Planning Agency should have undertaken the work of Media Planning in the Electronic (Television) and/ or Print Media, for a single client, for a value of Rs. 1 Crore or above and in the Online Media (Digital and Social) for Rs. 1 Crore or above. (Certificate from the Chartered Accountant on his/her letterhead mentioning the name & address of client, brief of media planning activities undertaken, amount and the financial year should be submitted).	No Changes in Clause 1.2
3.	1.7 Opening of Proposals and Selection Process	16.	3. Successful Media activities/ Campaigns undertaken in last 3 financial years (<u>2018-19, 2019-20</u> & 2020-21 or <u>2019-20, 2020-21</u> & 2021-2022) 05-10 Crore – 1 Marks 10 – 15 Crore – 2 Marks 15 – 20 Crore – 3 Marks 20 Crore and above – 5 Marks	We request the authority to kindly consider the markings as, Successful Media activities/ Campaigns undertaken in last 3 financial years (<u>2018-19, 2019-20</u> & 2020-21 or <u>2019-20, 2020-21</u> & 2021-2022) 10 - 25 Lakhs – 1 Marks 25 – 50 Lakhs – 2	No Changes in Clause 1.7.4(3)

				Marks 50 – 75 Lakhs – 3 Marks 75 Lakhs and above – 5 Marks	
4.	1.5.6 (g)	12	A presentation by the dedicated team on Global media strategy, vision for brand reinforcement / innovation for the "Incredible India" campaigns post Covid world.	Kindly clarify This would cover integrated media strategy such a Offline, Onground & Online, right?	Yes, it covers integrated media strategy including Digital, Electronic, Outdoor, Print, Social Media platforms etc.
5.	1.5.6 (h)	13	A presentation by the dedicated team on Innovative ideas and suggestions for Digital and Social media planning of the Ministry of Tourism's 'Dekho Apna Desh' domestic and 'Incredible India' international campaigns	Kindly clarify For Dekho apna Desh - Domestic campaign only Digital and Social Media planning strategy is needed?	Yes, the presentations must cover the Innovative ideas and suggestions for Digital & Social media planning of the Ministry of Tourism's 'Dekho Apna Desh' domestic and 'Incredible India' international campaigns
6.	1.5.6 (c)	12	A note on media planning activities handled in domestic and international markets. Work Order + Completion certificates from the client OR Work order + Self certificate of Completion (Certified by the Statutory auditor); OR Work order + phase completion certificate from the client (for ongoing projects) of the three financial years (2018-19, 2019-20& 2020-21 or 2019-20, 2020-21& 2021-22).	We request you kindly allow self certificate of completion (certified by the Chartered Accountant/Statutory Auditor)	No changes in Clause 1.5.6 (c)
7.	1.2.4 (Minimum Eligibility)	5	The Media Planning Agency should be able to provide and indicate a dedicated team for the Ministry of Tourism, comprising a minimum of 4 members.	Kindly clarify, if the resources needs to be physically stationed at the Ministry for the duration of the contract	The assigned dedicated team should be present in the Ministry as and when required; Otherwise they should be stationed in their NCR office.
8.	1.3.2 (Scope of Work)	6	An overview of the existing situation and an effective plan on the way	Kindly clarify a) What is TG (age, gender, income)/Market for	The agency is expected to carry out the research for

			forward for the Incredible India / Dekho Apna Desh / or any other Campaigns, based on various market research analysis.	Dekho Apana Desh and Incredible India b) Do we have split of travelers basis travel from and to states?	target audience (age, gender, economy, demography etc.) on the basis of various media tools and reports and to provide an overview of the existing situation and way forward for the Incredible India International and Dekho Apna Desh Domestic campaign.
9.	1.3.10 (Scope of Work)	7	The Media Planning Agency will advise on the Domestic Campaigns / advertisements/Media Proposals of the Ministry of Tourism on regular basis.	Will the Media Planning agency also responsible for releasing the domestic campaign?	Media Planning agency would suggest/recommend MoT in analyze, select media platforms and Plan Domestic campaigns. All releases both International and Domestic in various mediums would be undertaken directly by the Ministry, the selected agency would assist MoT in the work.
10.	1.8.2 & 1.8.4	18	1.The bills towards payment of annual fee would be raised by the selected Media Planning Agency on quarterly basis. 2. The final payment each year, shall be released only after completion of the required work specified by the Ministry for the year and on submission of a statement of work having been executed as per the requirements detailed in the RFP Document, or communicated subsequently by the Ministry of Tourism. This would include submission of the required campaign evaluation report etc.	Please clarify, whether the payment will be made quarterly or on an annual basis.	No changes in Clause 1.8.2 and 1.8.4
11.	Additional			Kindly clarify on the	The agency is paid

	query			extent of our liability needs to be limited to the fees that we are receiving for that particular campaign explicitly in the agreement and we cannot be held liable for indirect and consequential damages.	annual retainer fee and not for the particular campaign. Moreover the campaigns are released directly by MoT.
12.	Section I 1.1.	3	to effectively promote and project India as a desirable tourist destination key source markets overseas	On "Key Source Overseas Market" We want to know the priority markets international as well as Domestic. Any relevant historical data for analysis.	The agency is expected to carry out the research for target audience (age, gender, economy, demography etc.) on the basis of various media tools and reports.
13.	Section I 1.1.	3	to effectively promote and project India as a desirable tourist destination in key source markets overseas with the objective of increasing foreign tourist arrivals to the country.	Define Target Audience Domestic as well as International/ detailed objectives.	The agency is expected to carry out the research for target audience (age, gender, economy, demography etc.) on the basis of various media tools and reports.
14.	1.3.1	6	Based on a comprehensive understanding of the target audience in the different source markets and emerging markets overseas, the Media Planning Agency will develop a detailed media strategy / plan	Request you to provide data to comprehensively understand TG in different source markets and emerging markets overseas.	The agency is expected to carry out the research for target audience (age, gender, economy, demography etc.) on the basis of various media tools and reports.
15.	1.3.2 (IV)	6	Allocation of available budget to the different Media Vehicles in the different target markets based on various market research findings.	Is the budget split available for Domestic and International market	Yes, The agency would be provide with the brief on budget for Domestic and International Campaigns on the basis of allocated promotional budget in a Financial Year.
16	1.6.5	14	The proposal should be submitted on or before 1500 hrs. on 20.10.2022	Due to the festival season, the employees are on leave, hence extension of submission of last date till 31 st October 2022 may favorably be considered.	The last date of submission of bid has been extended till 1500 Hrs on 31st October 2022 . Accordingly the bids would now be opened at 1600

					Hrs on 31st October 2022.
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7. The last date of submission of bid has been extended till **1500 Hrs on 31st October 2022**. Accordingly the bids would now be opened at **1600 Hrs on 31st October 2022**. 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.
