

**Reply of the queries of the Pre-Bid Meeting held on 29/4/2017 towards the project
“Integrated Marketing Communication Agency for Promotion & Branding
of Assam Tourism in India & Overseas”**

Sl.No.	Bidder’s Query	Proposed Reply
1.	Production work cost - Given that the TVC production cost will be basis an approved script which would have its own production values it would be difficult to cost the same at this stage. The various production costs like Director, Cameraman, Technical crew, Post production charges etc differ from script to script and benchmarking the same without an approved script would not be presenting the correct costs. Hence request the same be removed from the Financial bid.	<p>Bidders are requested to include the cost of Production in their Financial Bid under Appendix 6. The figures quoted under Appendix 6 will be considered for evaluation of their Financial Bid. However, the breakup of cost pertaining to Production Cost to be indicated under “Additional Information to be provided with Appendix 6”</p> <p>In order to honour due weightage to the quality of TVCs, proportionate marks will be awarded to bidders that will be evaluated on the basis of presentation to be made before the committee constituted by ATDC.</p> <p>In view of above, Bidders are requested to highlight the components mentioned under “Production Work Cost of Additional Information to be provided with Appendix 6” in the presentation separately.</p>
2.	In Appendix 6: Professional Fee of the Agency is this reference to the Manpower cost only for the fulfilment of commitment as per section 2 – Term of reference?	Professional Fee to include all the cost involving the fulfilment of commitment as per Section-2 – Terms of Reference
3.	In the Section 2 terms of reference point no (I). Carrying out all related PR Activity. PR is a specialised activity and is not part of any advertising agencies profile. We request that the PR services be dropped from the RFP.	The Selected Agency is expected to assist ATDC through advisory and technical input on successful implementations of the events besides vendor related services
4.	In the Section 2 terms of reference point no (J). Co-ordination of primary research. Is the expectation that the agency would conduct the research at the cost included in professional fee or is it that the agency will supervise a third party research agency and coordinate the same?	The agency would conduct the research at the cost included in professional fee
5.	In the section Bidding process clause no 3.1.4 disclosure of potential or actual conflict of interest. Request if you could specify what is considered as conflict of Interest? Is it handling of another tourism account for competitive states / Tourism boards in India and Internationally? To avoid any kind of conflict we request that any agency currently handling integrated communication contracts for Domestic State tourism boards be	<p>A conflict of interest exists if the circumstances are reasonably believed (on the basis of past experience and objective evidence) to create a risk that a decision <i>may</i> be unduly influenced by other, secondary interests, and not on whether a particular individual <i>is actually</i> influenced by a secondary interest.</p> <p>However, Handling of another tourism account for competitive states/tourism boards in India and International will not invite the Conflict of</p>

	disqualified as this would amount to conflict of interest as Assam Tourism is competing for the same tourist Pie.	Interest clause.
6	Is there any specific format for the Letter of Technical proposal submission?	Please refer Appendix – 5 of the RfP
7	Should the bid submission be done in person? Will all the technical bids be opened in our presence?	Presence of Bidders representative is not compulsory. Technical bids will be opened in presence of bidders at the date and times mentioned in the RfP or communicated vide email/corrigendum notice.
8	<p>Ref. Clause No. 3.14 Sealing and Marking of Proposal -</p> <p>As we understand, the bid needs to be submitted in sealed envelopes as follows:</p> <p>Envelope 1 : Technical Proposal - This will further contain 2 envelopes - Original and Copy. Also, pre qualification document, EMD and bid security will be a part of the Technical proposal</p> <p>Envelope 2: Financial Proposal - This will further contain 2 envelopes - Original and Copy.</p> <p>Envelope 3 : This will contain sealed envelope 1 & Envelope 2.</p> <p>Please clarify.</p>	<p>Envelope – 1: This would contain three inner envelopes</p> <p>Inner Envelope 1 : All the qualification and Technical Submissions (Original) Inner Envelope 2: All the qualification and Technical Submission (Copy) Inner Envelope 3: EMD & Bid Security</p> <p>Envelope – 2: This would contain two inner envelopes Inner Envelope 1 : Financial Proposal (Original) Inner Envelope 2: Financial Proposal (Copy)</p> <p>Envelope – 3: This will contain sealed Envelope 1 & Sealed Envelope 2</p>
9	<p>Ref. Appendix -5, page 44 of the RFP document -</p> <p>Format for Technical Proposal is to be submitted in Envelope 2. This seems to be contradictory from clause No. 3.1.4.</p> <p>Please clarify the exact method of sealing and marking the envelopes.</p>	Please refer reply at S.No. 8
10	<p>Ref. Clause No. 5.1 Technical Submission -</p> <p>It has been mentioned that "the bidders' proposalon how would they execute this assignment and what strategies would they recommend for re-structuring and promotion of tourism, including what would be their creative strategy and approach be with the new brand ambassador"</p> <p>And</p>	The assignment is not restricted to revolve around Brand Ambassador. However, bidders are suggested to keep the same in their plan while submission/undertaking the assignment.

	<p>Ref. Financial proposal - production work cost : "Travel Boarding and lodging of Miss Priyanka Chopra, her security staff consisting upto 7 persons will be borne by ATDC"</p> <p>Do the above clauses mean that the campaign has to revolve around the brand ambassador "Priyanka Chopra"? Please clarify as the creative approach and production costs with and without the brand ambassadors vary.</p>	
	<p>Ref. Appendix -5, page 45 of the RFP document - Pt. No. 1 m) " It shall also consist a hard copy of the presentation" and " pt. No. 2 "The qualified bidders who are expected to make the presentation would be intimated by ATDC"</p> <p>Do all the bidding agencies need to submit copies of their presentation in the technical bid or the qualified agencies will be called separately for a presentation? please clarify.</p>	<p>All bidders are requested to submit the hard copies of Presentation as part of their technical proposal.</p>
	<p>Ref. Financial proposal - production work cost (page no. 50) and clause vendor services (page no. 16): "Vanity van charges, costumes and make-up of Ms. Priyanka Chopra" , "Travel Boarding and lodging of Miss Priyanka Chopra, her security staff consisting upto 7 persons will be borne by ATDC" and " 6 Television commercials of 60 seconds each with 30 seconds / 20 seconds and 10 seconds edit"</p> <p>- The above signifies that the agencies have to give the production cost keeping in mind that Ms. Priyanka Chopra will star in it. Please confirm.</p> <p>- Please clarify if Ms. Priyanka Chopra will be cast in all the 6 TVCs that are to be produced?</p> <p>- Do we need to quote for production of 1 TVC with Priyanka Chopra or consolidated cost for all 6 TVCs with Priyanka Chopra in the format given in clause 'production work cost (page no. 49 /50)? Please specify.</p>	<p>Please refer Reply at S.No. 2</p> <p>Agency to estimate the production cost as well as Production Crews keeping in mind that Priyanka Chopra will star in TVCs.</p>
	<p>Appendix - 6 Format for Financial proposal & Additional Information to be provided with Appendix -6</p> <p>As we understand, we need to quote a lump-</p>	<p>Please refer Reply at S.No. 2</p> <p>Financial bid mentioned in Appendix – 6 will be considered for evaluation of Financial Proposal. However, the breakup of Production Cost sought</p>

	<p>sum professional fee for one year which will also include cost of production of TVCs, print ads, radio spots etc. alongwith other deliverables mentioned in clause 2 'scope of work. So, the decision of financial cost will be basis the professional fee only.</p> <p>Will the details mentioned in Additional information to be provided with Appendix - 6 be considered for evaluation of the financial bid?</p>	<p>under Additional Information is only for internal purpose of ATDC.</p>
	<p>In Appendix-6 the agency has to quote a per annum professional fee and service tax also has to be shown.</p> <p>Query: Very soon GST will be applicable, Will ATDC take into consideration the GST clause as and when applicable.</p> <p>Will the professional Fee Paid will be fixed for the entire contact period, or is there a scope of increasing the Professional after one year of completion of contract.</p>	<p>The financial proposal will be evaluated as per quote mentioned in the Appenidx-6 (excluding service tax).</p> <p>With reference to GST, please refer clause 5.5.5 of RfP which states as below: The Tax and VAT component shall be paid as applicable and as per actual. Hence GST, if applicable will be reimbursed as per applicable law prevailing at the time of implementation.</p> <p>The current assignment is for the period of one year only. Extension of services beyond the period of one year with existing terms or with revised terms will be solely at the discretion of ATDC.</p>
	<p>Under Appendix-6 Additional Information, agency has to quote budget for production of various items:</p> <p>Query: In Print Campaigns description column mentions- creative's to be produced with fresh shoot- Does the agency has to quote the price including the shoot cost? In Online campaign the description column mentions- Promotional activities on social media sites etc. (Facebook, Twitter, Blogs, Flickr) – What should the costing for this component consists of – Is the agency to quote the strategy cost for digital media or we have to quote the digital media cost also. If we have to quote media cost also, should we quote it for one month or per annum or for the entire 3 year period.</p>	<p>Please refer reply at S.No. 2</p> <p>The Agency to quote only the strategy cost for digital media The actual cost of digital media will be borne by the ATDC.</p>
	<p>On page 49. Under Production Work Cost for TVC:</p> <p>Query: Under this head the number of TVC to be produced has not been specified. It would</p>	<p>Please refer reply at S.No. 1</p>

	<p>help the agency if the number of TVC's to be produced are identified in advance. Also the cost of pre-production, shooting, editing etc. will also depend on the director & the team members. Different agencies will quote differently under this head, so would be difficult to do a Apple to Apple comparison. What methodology will ATDC adopt here.</p>	
	<p>Query: Under Financial Bid components ATDC has asked to quote for Professional Fee per annum Cost, Additional Cost i.e. Item wise cost production of creative's and Production Work Cost for TVC.</p> <p>For Financial Bid Comparison and allotting the marks for the lowest Financial Bid, what methodology ATDC will adopt? Will ATDC compare only the lowest quote under Professional Fee or all the components of the Financial bid will be summed up and the grand total be considered for arriving at L-1 Financial Bid.</p>	<p>Please refer reply at S.No. 1</p>