

**Clarification of pre bid queries for Selection of Agency for Designing, Development & Implementation of “Road Safety -A Culture Campaign”**

Sr. No.	RFP Clause	Bidder Name & Address	Bidder Query	Proposed Department Reply
1	Bidder needs to pay Earnest Money Deposit (EMD) of Rs. 5,00,000/- (Five Lakhs Only) in form of Demand Draft payable at Shimla in the name of The Director, Department of Transport, Govt. of H.P.	Focal Skill Development Pvt. Ltd. Mohali, Punjab	EMD value is higher this EMD value should be Rs. 1,00,000/-	<p>1. EMD will be Rs. 5,00,000/- and the same can be submitted in the form of DD/FDR/Bank Guarantee.</p> <p>2. All NSIC certified and MSME (as per the Central Government notification SO581(E)}2012 are exempted from EMD. However, in case of a bidder being a consortium partner registered under Single Point Registration Scheme of NSIC systems over 3 years are exempted for the tender fee and have exemption from payment of Earnest Money Deposit (EMD), as the directive under “Public Procurement Policy for Micro &amp; Small Enterprises (MSEs) Order 2012” as notified by the Government of India, Ministry of Micro Small &amp; Medium Enterprises, New Delhi vide Gazette Notification dated 26.03.2012 <b>(Copy of valid registration to be submitted along with bid)</b></p>
Wednesday Brand Solutions Pvt Ltd C-84, Lajpat Nagar-1 New Delhi-110024	-do-			
Infrastructure Development Consultants E-7/40, SBI Colony, Arera Colony, Bhopal, 462016	Can we submit EMD by other mode like Bank Guarantee, FDR and is EMD Exemption allowed to the MSME registered/NGOs etc.			
Future Wiz Advertising (P) Limited, New Delhi	As per the GOI notification MSME sectors are exempted for EMD. Is it applicable in case of the current bid			
2	The successful bidder whose tender is accepted will be required to furnish security deposit/performance guarantee i.e. 40% of the tender value in the form of Bank Guarantee	Focal Skill Development Pvt. Ltd. Mohali, Punjab	We request to limit lower down the Bank Guarantee value to 5% of the tender value	Keeping in view the General Financial Rules. The Performance Bank Guarantee will be 10% of the value of the tender.
Wednesday Brand Solutions Pvt Ltd C-84, Lajpat Nagar-1 New Delhi-110024	Bank Guarantee			

		<p>Infrastructure Development Consultants E-7/40, SBI Colony, Arera Colony, Bhopal, 462016</p>	<p>The maximum performance security should be 1 to 10% of the tender value</p>	
		<p>Future Wiz Advertising (P) Limited, New Delhi</p>	<p>40%P Performance Bank Guarantee is too high, medium scale agencies like us get bank guarantee against depositing equal amount of money in the bank. Usually 10% is the current practice. Kindly relook into this</p>	
3	<p>Agency Should have been in existence for minimum of 5 years</p>	<p>Focal Skill Development Pvt. Ltd. Mohali, Punjab</p>	<p>Please allow minimum 3 years old agencies.</p>	<p>Keeping in view the scope and nature of campaign/work the experience will remain same.</p> <p>NGO/Partnership Concern are not allowed</p>
		<p>Wednesday Brand Solutions Pvt Ltd C-84, Lajpat Nagar-1 New Delhi-110024</p>	<p>-do-</p>	
		<p>Infrastructure Development Consultants E-7/40, SBI Colony, Arera Colony, Bhopal, 462016</p>	<p>NGO/Partnership Concern firm bid for this project</p>	
4	<p>All documentary proofs shall also be attached with the Bid (Certification of Incorporation, GSTIN, PAN, TAN, EFP, ESIC, Labour and Employment etc.</p>	<p>Focal Skill Development Pvt. Ltd. Mohali, Punjab</p>	<p>Registration with EPF, ESIC, Labour &amp; Employment department as optional as many organisation deploy consultant to implement projects and not permanent employee</p>	<p>Registration with EPF, ESIC, Labour &amp; Employment is mandatory</p>
		<p>Wednesday Brand Solutions Pvt Ltd C-84, Lajpat</p>	<p>-do-</p>	

		Nagar-1 New Delhi- 110024		
		Infrastructure Development Consultants E-7/40, SBI Colony, Arera Colony, Bhopal, 462016	-do-	
		Future Wiz Advertising (P) Limited, New Delhi	Communication Agencies don't need to be registered Labour and Employment	
		Wednesday Brand Solutions Pvt Ltd C-84, Lajpat Nagar-1 New Delhi- 110024	-do-	
		Infrastructure Development Consultants E-7/40, SBI Colony, Arera Colony, Bhopal, 462016	-do-	
5	Eligible work means the projects in which the bidder has successfully provided the services of conducting similar programmes to Government Scheme like Road Safety Campaign Swachh Bharat Mission etc	Focal Skill Development Pvt. Ltd. Mohali, Punjab	Also include projects undergoing and completed under CSR with the Corporate/Other organizations	CSR project implemented on behalf of Public Sector Undertaking (PSU's) can be considered.  Already allotted project from Govt. Department/Govt. Project under execution will be considered subject to Performance Certificate of partially completed work.
6	The bidder should have completed minimum two similar projects of minimum value of Rs. 50.00 lakhs each in last 5 years for any Government Department,	Focal Skill Development Pvt. Ltd. Mohali, Punjab	Many organization under Road Safety covers small area of intervention Hence the project value did not reach budget of Rs. 50.00 lakhs per project	Keeping in view the nature, scope and competence of Campaign/Project the condition cannot be relaxed.

	Municipal Corporation, Statutory Bodies or Public Sector Undertaking			
7	The bidder must provide an organogram (organisation chart) for the programme showing team names, responsibility and reporting lines of team members including task assigned to each team members	Focal Skill Development Pvt. Ltd. Mohali, Punjab	It is requested that agency will submit the organogram and names and CV of line members will be provided after finalization of project	Name, Qualification, Experience & Address should be enclosed with the technical bid. However, there will be no relaxation in terms of Qualification and Experience etc.  Successful Bidder has to submit the CV within the period of one month, otherwise L-2 will be considered
8	Team Leader Experience: 10 years	Focal Skill Development Pvt. Ltd. Mohali, Punjab	Minimum 5 years of Experience	No Relaxation allowed in terms of experience.
9	Qualification related to Social Development/Content Writer as per tender is MSW only	Focal Skill Development Pvt. Ltd. Mohali, Punjab	Qualification should be MSW/Graduate in Sociology or Social Work/MBA/PG Diploma in Management	Master in Social Work with minimum 2 years of Experience and Master in Sociology with minimum 5 years of experience
10	Designing Expert Qualification: B. Tech (IT)	Focal Skill Development Pvt. Ltd. Mohali, Punjab	Qualification should be B. Tech (IT/CS) BCA, MCA/Graduate with Technical Certificate/Experience (Computer/IT/DTP/Software)	Designing Experts Qualification should be Graduate having experience of minimum 5 years in Designing, DTP, Coral Draw, PageMaker Software's etc.
		Future Wiz Advertising (P) Limited, New Delhi	Designing experts are not required to be B. Tech (IT), they should be graduate/post graduate in commercial/applied arts/graphic designing	
11	Payment milestones and timelines	Focal Skill Development	Please share Payment milestones and	10% Advance against the submission of Bank Performance

		Pvt. Ltd. Mohali, Punjab	timeless under the project	Guarantee i.e. 10% of the total value of tender.
		Future Wiz Advertising (P) Limited, New Delhi	It is requested to mention the payment milestones/terms and conditions Different kinds of activities requires different kind of payment in terms of timelines	The payment will be processed on Quarterly Basis in proportionate to the availment of services or BOQ items.
12	Consortium	Focal Skill Development Pvt. Ltd. Mohali, Punjab	Is consortium of two organizations are allowed under this project  Consortium are important for this project for justifying the scale and size of project	Not Allowed
		Future Wiz Advertising (P) Limited, New Delhi	Kindly mention that whether the agencu is allowed to apply as a consortium or JV	
13	Travel and Logistics	Focal Skill Development Pvt. Ltd. Mohali, Punjab	There is no provision in BoQ for travel of teams and logistics cost of IEC Material distribution. Kindly Clarify	Rate should be filled inclusive of all Travel, Logistics, Insurance, Taxes, GST, Transportation and other misc. expenses etc.
14	Approval of Designs, Content and Scripts	Focal Skill Development Pvt. Ltd. Mohali, Punjab	Please clarify the approval process and timelines for designs, content and scripts	15-20 day's time for Approval of Designs, Contents and Scripts.
15	Agency should have or should be ready to set up at least one office at Shimla latest within one month from the award of tender	Future Wiz Advertising (P) Limited, New Delhi	Whether Department will provide space, computers and furniture or agency has to set-up their own office	Successful Bidder has to set-up its office with all the required amenities like computer with designing software's, furniture & fixture etc. at its own cost.
16	Eligible work means the projects in which the bidder has successfully provided the services of conducting similar programmes to Government	Future Wiz Advertising (P) Limited, New Delhi	If agency has implemented govt. campaigns/UN Organizations through /in collaboration with another agency will you consider the experience	Only those Projects which are allotted/completed/executed by the bidder on its own will be considered.

	schemes, like Road Safety Campaign, Swacch Bharat Mission etc.			
17	Refreshment (Tea & Snacks)	Future Wiz Advertising (P) Limited, New Delhi	Unit-1 means per person cost or the package for 50/100 to be mentioned	Unit-I means one programme having participants from 50-100.
18	Tentatively the Department of Transport is planning to conduct 2500 nos of Nukkad Nataks	Future Wiz Advertising (P) Limited, New Delhi	How many Nukad Nataks to be performed by each team per day?  It is required to shoot the video for the entire duration of the Nukad Nataks or only few clippings of each Natak	Tentatively it will be 4-5 Nukad Nataks per week
19	Designing, Development, printing and installation of Multi-colored banners on Road Safety Campaign along with frame as per requirement Flex Banner : sq. ft. rate Flex Black Out Banner : sq. ft. rate Star Flex Banner : sq. ft. rate	Future Wiz Advertising (P) Limited, New Delhi	PVC flex is banned in many states and alternative material are being used which are expensive than Flex. Does the department need quarries for PVC flex only?	As per tender BOQ bidder has to submit the rates of  Flex Banner : sq. ft. rate Flex Black Out Banner : sq. ft. rate Star Flex Banner : sq. ft. rate