

### Clarification for Pre-Bid Queries of RFP published dt. 18.01.2025

Sl. No.	Clauses in RFP	RFP Provision	Query	Reply to Query
	2.1 (Eligibility Criteria)	<p>Eligibility Criteria:</p> <p>1. Qualification</p> <p>I. Proposal shall be submitted by interested bidders as a single entity. No group of entities (“Consortium”) is allowed.</p> <p>II. The Bidder shall be a company as specified in Companies Act, 1956/ 2013 or a company incorporated under equivalent law abroad or a society registered under The Societies Registration Act, 1860 or a trust registered under the Indian Trusts Act, 1882 or a Partnership Firm registered under the Indian Partnership Act 1932 or a Limited Liability Partnership registered under The Limited Liability Partnership Act, 2008 with at least five years of operations as on April 1, 2017. Certificate of incorporation in accordance with provisions of relevant Act to be enclosed along with the Proposal.</p> <p>III. Minimum Average Annual Turnover from professional fee: Indian Rupees Rs 1.0 Crores in the last three financial years i.e. 2021`-22, 2022-23 and 2023-24 from the Consulting activities within India. As documentary proof, attested copy of the audited balance sheets and profit &amp; loss (P&amp;L) accounts are to be submitted along with CA certificate for consulting turnover.</p> <p>IV. The bidder should have experience of executing minimum 5 similar assignments in handling IEC Planning and/or strategic communication and/or social media management related Work to any State Government / Central Government level where fees minimum not less than Rs 50,000/-per assignment in the last 7 years and should have minimum 1 similar assignments in Odisha . Work order / completion certificate to be enclosed. Agencies which are not having experience in handling similar assignments CAN NOT participate in the bidding process</p>	<p>Page No.- 14 &amp; 15 (Eligibility Criteria) kindly mention IEC assignments (including audio visual) instead of IEC planning</p>	<p>Audio visual is already covered under strategic Communication and also under IEC related work.</p> <p>No separate mention necessary.</p>

2	Section 20.5 (Sub Criteria- 1.2 )	The bidder should have experience of executing similar assignments in handling IEC Planning and/or strategic communication and related Work to any State Government / Central Government level where fees minimum not less than Rs 50,000/- per assignment in the last 7 years.	Page no.-16 (section 1.2) At the first section should again mention IEC assignment (including audio visual) instead of IEC planning	As above
	Section 20.5 (Sub Criteria- 1.2 )	The bidder should have experience of executing similar assignments in social media management related Work to any State Government / Central Government level where fees minimum not less than Rs. 50,000/- per assignment in the last 7 years.		As above
3	Section 20.5 (Sub Criteria- 1.2 )	First 5 Projects- 10 Marks & For every Additional One Projects 1 Mark is subject to maximum 20 Marks	Page no. 16 (section 1.2) 5 marks should be allotted for one similar social media assignment and more than one such similar assignment should carry full 10	No change in RFP
		First 5 Projects- 5 Marks & For every Additional One Projects 1 Mark is subject to maximum 10 Marks		
4	2.1 (Eligibility Criteria-III)	Minimum Average Annual Turnover from professional fee: Indian RupeesRs1.0 Crores in the last three financial years i.e. 2021`-22, 2022-23 and 2023-24 from the Consulting activities within India. As documentaryproof, attested copy of the audited balance sheets and profit &loss (P&L) accounts areto be submitted along with CA certificate for consulting turnover. -	Kindly mention in marking table average annual turnover in last 3 years should be given weightage with 1cr as 2 marks, 1-3 Cr as 5 marks & above 3 Crore as 10 marks	No change. Turnover is only considered for eligibility.

5	13.1 (Earned Money Deposit)	Deposition of Earned Money Deposit of Rs.50,000/- in favour of Project Director SUDA, Bhubaneswar	Should mention EMD exemption for MSME as per govt. guidelines.	As per MSME latest Notification on dated 24.1.2024 in Clause 4, exemption not applicable for consultancy service , No change. However EMD may be deposited in favour of Administrative Officer SUDA instead of PD, SUDA.
6	2.1 (Eligibility Criteria) (Point No. IV)	IV. The bidder should have experience of executing minimum 5 similar assignments in handling IEC Planning and/or strategic communication and/or social media management related Work to any State Government / Central Government level where fees minimum not less than Rs 50,000/-per assignment in the last 7 years and should have minimum 1 similar assignments in Odisha . Work order / completion certificate to be enclosed. Agencies which are not having experience in handling similar assignments CAN NOT participate in the bidding process.	Page no.-14 (Eligibility Criteria) (Point No.-IV) Please make it to Each Assignment fees should be of minimum Rs 1,50,000/- instead of Rs 50,000/-	No Change in RFP
7	Section 2.1	The bidder should have experience of executing similar assignments in handling IEC Planning and/or strategic communication and related Work to any State Government / Central Government level where fees minimum not less than Rs 50,000/- per assignment in the last 7 years.	1. IEC works which carries 20 marks for 15 projects. 2. Social Media work which carries 10 marks. Do we need to submit a total 25 work orders ? or common work orders which have social media and IEC activities can be considered. In which case 15 work orders (including assignment from Odisha) would suffice.	1. IEC is a separate activity . Any assignment / order under this head to must cover IEC activity. 2. Social Media is a separate activity . Any assignment / order under this head must have Social Media work. 3. If a single work order covers both element i.e IEC and also Social Media work and value of contract is more than is Rs.50000/- , then such assignment can be shown under both

8	<p>Clause 21.1 (Method of the Evaluation of the Proposal : QCBS)</p>	<p>Method of Evaluation of the Proposal: QCBS The lowest evaluated Financial Proposal (Fm) is given the maximum financial score (Sf) of 100. The formula for determining the financial scores (Sf) of all other Proposals is calculated as following: <math>Sf = 100 \times Fm / F</math>, in which "Sf" is the financial score, "Fm" is the lowest price, and "F" the price of the proposal under consideration. The weights given to the Technical (T) and Financial (P) Proposals are: T = 0.8, and P = 0.2 Proposals are ranked according to their combined technical (St) and financial (Sf) scores using the weights (T = the weight given to the Technical Proposal; P = the weight given to the Financial Proposal; T + P = 1) as following: <math>S = St \times T\% + Sf \times P\%</math>. The bidders who will secure with highest combined score will be considered as successful bidder.</p>	<p>Although this is provided that evaluation will be QCBS based and 70 marks will be required to qualify for financial but the weightage for Technical vs Financial is not explicitly mentioned .</p>	<p>Technical &amp; Financial weightage given in data sheet Cl.21.1 may please see the document.</p>
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