

EMPANELMENT OF ADVERTISING AGENCIES FOR RELEASE OF ADVERTISEMENTS IN PRINT MEDIA

TENDER No. IWAI/GA/EAA/1/2011 (Part – I)

RESPONSES TO PRE-SUBMISSION QUERIES OF THE BIDDERS

Date of Pre-Bid Meeting: 30th November 2017 at 1530 hrs

S. No.	Section No. Clause, Sub Clause No and Page No. of Tender	Tender clause description	Query	Response
(1)	(2)	(3)	(4)	(5)
1.	Section – I, Instruction of Agencies, Clause No. – 1- Background, Sub Clause – 3.6 and Page 9 of 50	Tender Clause – 14.1 – Enclosure – lc	In place of Solvency Certificate can agency provide Bank Balance confirmation or net worth certificate from Statutory Auditors.	Request not accepted. Provision(s) of the Tender Document shall prevail.
2.	Section – I, Instruction to Agencies, No-14.1, Sub Clause – 1, Page 16 of 50	Tender Clause - 14.1 – Enclosure lj	Documents of Board Member	The relevant clause is self-explanatory in this regard.
3.	Section – I, Instruction to Agencies, Clause No. – 5, Page 10 of 50	Tender Clause - 14.1 – Enclosure l	MSME Exemption	The Tender Document is self-explanatory in regard to the provisions of MSE Registered Firms. Also, please refer to the response at S. No 13, 16 & 18 below.
4.	Section – IV, Clause No. c), Page No. 35	The agency shall provide services of designing, translation and release of advertisement in print	Does scope of work also include conceptualization & production of Radio Spots / Jingle, TV commercial /	The scope of work will include Print Media as well as audio visual aids for publishing the events / advertisements related to

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		media.	Films, etc. or is it limited to Print Media only. Please clarify.	<p>activities of IWAI / IWT / MoS</p> <p>The publications shall include all forms of advertisements including Notice Inviting Tender (NIT), Public Notices, Display Advertisements, Financial matters and Recruitment related advertisements, as may be required from time to time.</p> <p>The audio visual work will include Institutional campaigns / advertisements relating to awareness program, Production of Corporate films / Documentaries / Video Spots / Audio Spots / Radio Jingles / Hoardings etc as per the requirement of IWAI.</p> <p>Apart from above, PR activities shall also be done by the empaneled agency as per the need of IWAI.</p> <p>The rates which are governed by DAVP shall be applicable according to norms & regulations of DAVP. Those which are not covered under DAVP, competitive bidding relating to that work would be taken up amongst the empaneled Agencies or the agencies registered with DAVP as per the need & requirements for better creativity for release of the same to the media.</p>

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5.	Page No. 14, Point No. 13.16	The Hard Copy of original instruments in respect of cost of Tender Document & Earnest money, must be delivered to the office of Secretary on or before Bid Closing Date & Time.	At Page no. 9 and 26 it is mentioned to submit it via RTGS. Please clarify.	The Agency shall submit proof of the amount of Tender Fee & EMD deposited through RTGS.
6.	Clause No. 20 & 21 of ITA	-	<p>Firstly we believe that the phraseology in the entire document with regard to the Qualification Criteria, as mentioned under Clause No. 20 S. No. 2 can be considered throughout the document in relation to the inclusion of “Public Limited Companies” within the terminology of the “eligibility criteria”. Therefore, it would make the whole document more cogent if it were possible for you to include “Public Limited Companies” in Clause 3 S. No. 3.2, and any such clauses throughout the tender document that overlook the inclusion of “Public Limited Companies” within the set criteria.</p> <p>In addition to this, it will be great if you could please remove the words “in each year” from Clause 21 S. No. 2 (Selection Procedure), as it will make the parameter mentioned within this clause more apt and concise.</p>	<p>Clause 3.2 of ITA is hereby modified to be read as follows:</p> <p><i>“The Agency should have at least 5 years’ experience of working with Central Ministries / Govt. Departments / PSU / Autonomous Bodies / Public Limited Companies. The agency shall provide copy / details of relevant certificates to substantiate his claim in this regard.”</i></p> <p>Request not accepted. Provision(s) of the Tender Document shall prevail.</p>

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7.	Section No. – I, Clause No. 1, Sub Clause No. 3.3 and Page No. 8	The Agency should have all the necessary required permission / license / clearance from the concerned authorities with regard to release of any publicity material of Media / Advertising Agency. Necessary registration / license copy shall be submitted by the agency in this regard.	Kindly clarify	Agencies shall submit documentary evidence of registration with DAVP / any statutory regulatory authority of Central Government or State Government relating to print media / audio visual aids.
8.	Section: I Clause: 3 Sub Clause 3.3, Page 8	-	Registration / License Copy to release any publicity material	Please refer to the response at S. No. 7 above
9.	Section: I Clause: 4 Sub Clause 4.1.1, Page 9	-	EMD can be in the form of DD	Request not accepted. Provision(s) of the Tender Document shall prevail.
10.	Section: I Clause: 5, Page 10	-	Tender Document Fee can be in the form of DD	Request not accepted. Provision(s) of the Tender Document shall prevail.
11.	Section: I Clause: 14 Sub Clause 14.1, Page 16	-	Shareholding pattern of the organization	The relevant clause is self-explanatory in this regard.
12.	Section: I Clause: 20 Sub Clause 2, Page 18	-	Agency should have handled atleast 2 orders 1.0 crore in each year	The description under the head of column "Required Description" at S. No 2 given in the Table under Clause 20 of ITA is hereby modified to be read as follows: <i>"Initial criteria for eligibility of agency</i> <i>The agency should have handled atleast 2 orders of INR 1.0 Crore (threshold limit for</i>

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				<p><i>single order) from Financial Institutions / Banks / PSUs / Public Limited Companies / Ministries in the domain of Print Media only, in the last 3 years.”</i></p> <p>Further, the description under the head of column “Parameters” at S. No 2 given in the Table under Clause 21 of ITA is hereby modified to be read as follows:</p> <p><i>“No. of work orders having value more than INR 1.0 Crore (threshold limit for single order) from Financial Institutions / Banks / PSUs / Public Limited Companies / Ministries in the domain of Print Media only, in the last 3 years”</i></p>
13.	Clause 4.1.1, Page 9	Agencies shall furnish EMD of the amount as mentioned in Section II Data Sheet except Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME) or Department or Startups as recognized by Department of Industrial Policy & Promotion (DIPP) on submission of a valid registration certificate as per the Government of India rules. EMD for the amount mentioned above	We are registered with MSME under F category (medium), hence, clarify if we will be allowed exemption as stated in the notice.	<p>The agency may refer to the Office Memorandum No. F.20/2/2014-PPD (Pt.) dated 25th July 2017 issued by Ministry of Finance wherein exemption of Tender Fee & EMD has only been given to Micro and Small Enterprises as defined in the MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME).</p> <p>As such, request not accepted. Provision(s) of the Tender Document shall prevail.</p>

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		shall be deposited to IWAI Fund through RTGS in the following account.		
14.	Clause 20, Page 18	No. of work orders having value more than INR 1.0 Crore in each year from a single client from Financial Institutions / Banks / PSUs / Public Limited Companies I the past 3 years.	Can we show multiple work orders for a single client amounting to Rs. 1 cr in each fin year. Or do we have to show single work order of value Rs. 1 cr. Each for a single client.	Please refer to the response at S. No 12 above.
15.	General	-	This is to inform you that your Critical Data Sheet you have mentioned date of submission of pre-bid queries on 29.11.2017 as per Annexure F format for pre-bid queries by agencies. This point we have not cleared, please clear us this matter. This will be submitted on line as mandatory.	The agencies were required to submit pre-bid queries on 29.11.2017 in the format prescribed as per Annexure F before the scheduled date of pre-bid meeting. Further, the said format is not to be made part of the technical bid proposal. However, the clarifications of pre-bid meeting issued by IWAI shall be submitted along with Technical Bid Proposal duly signed by the authorized representative and thereof will form part of the Agreement.
16.	-	-	MSME Certificate needs to be submitted before bid end date?	Please refer to the response at S. No. 13 above. Further, it is to mention that Agency has to submit the evidence relating to registration with the sector specific instructions of the order related to exemption along with the Technical Bid.
17.	-	-	As per clause that necessary required permission / license / clearance from	Please refer to the response at S. No. 7

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			the concerned authorities with regard to release of any publicity material of Media / Advertising Agency: Permission / License from which authorities any eg?	above.
18.	Additional Clarification	Proof of EMD & Tender Fee	-	Apart from uploading the Bid on the online portal, the agency has to submit physically the document relating to deposit of EMD & Tender fee or letter of claim of exemption with documentary evidence against the claim which shall be submitted before the Bid closing Date & Time.
19.	Additional Clarification Clause 3.1 of ITA, Section II	The Agency must be an Advertisement Agency having accreditation with Indian Newspaper Society (INS) (Print Media) for the last five years and no NOD (Notice of Dis-accreditation) should have been issued by INS during last five years. The agency shall provide copy / details of relevant certificates / membership details to substantiate its claim in this regard.	-	The relevant clause is hereby modified to be read as follows: <i>“The Agency must be an Advertisement Agency having accreditation with Indian Newspaper Society (INS) (Print Media) for the last five years and no NOD (Notice of Dis-accreditation) should have been issued by INS during last five years. The agency shall submit self-certification in regard to no NOD (Notice of Dis-accreditation) or notice relating to suspension of services by any government or newspaper or INS in the last five years to substantiate its claim in this regard.”</i>
20.	Additional Clarification Enclosure – III,	Documentary evidence / details of relevant certificates / membership details in regard to accreditation	-	The relevant clause is hereby modified to be read as follows: <i>“Self-certification in regard to no NOD</i>

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	Clause 14.3 (b) of ITA, Section II	with Indian Newspaper Society (INS) (Print Media) for the last five years and no NOD (Notice of Dis accreditation) should have been issued by INS during last five years.		<i>(Notice of Dis-accreditation) or notice relating to suspension of services by any government or newspaper or INS in the last five years."</i>
21.	Additional Clarification Clause 20 of ITA, Section II	<u>Table given under Clause 20 of ITA, Section II</u> Parameter – Accreditation	-	The description given in the column of “Supporting Document” under the head of “Parameter – Accreditation” is hereby modified to be read as follows: <i>“Provide self-certification in regard to no NOD (Notice of Dis-accreditation) or notice relating to suspension of services by any government or newspaper or INS in the last five years”.</i>
22.	Additional Clarification Clause 21 of ITA, Section II	-	-	Add the following at the end of the clause: <i>“However, the Employer may verify the documents / credentials submitted from respective agencies before issue of the Letter of Award. Moreover, in case the shortlisted agencies, submits false certificate in terms of any documents supported to such Tender, the Employer at its sole discretion shall issue the Letter of Award to the next highest scoring agency.”</i>