

**Response to Pre Bid queries for
Request for Proposal (RFP) for Selection of an Agency for Undertaking Campaigns for Promotion of Jharkhand Tourism**

Sl. No.	Clause	Queries	Response
1	Clause 2.1.2 Point e) Page – 7 The Bidder should make available the Creative, PR & IT Experts as Key Personnel's at DoT's office and must fulfill the criteria specified below:.....	Under Key Personnel: for creative expert we would need to appoint two experts: creative Expert (Design and Art), Creative Expert (Content and Copy) request for your approval.	RFP clause prevails. The Bidder should make available the Creative, PR & IT Experts as stipulated in the RFP document. Any additional manpower proposed by the Bidders for providing the Services, shall be at their discretion.
2	Clause 2.1.2 Point c) Page – 7 The Bidder should have a minimum Average Annual Turnover of Rs. 50,00,00,000/- (Rupees Fifty Crores only) for the last three completed financial years (i.e. 2013-14, 2014-15 and 2015-16) from the services provided towards conducting tourism campaign for Tourism Departments/ Ministry of Tourism. This shall include fees received towards developing creative and media spends and Events (the “Financial Capacity”).	In our case, for given period, we can show a turnover of Rs.18.50 crore of tourism business handled for several tourism assignments and campaigns, through HTA. This is lower than the Rs.50 crore marks because, as in the case of most large advertising agencies – who do not have their own media operations – the media spends for some of our creative campaigns were done through media agencies appointed directly by the client. Under the circumstances, please let us know whether our stated turnover will qualify for us to participate in the bid.	RFP clause prevails.