

## Pre-Bid Query Reply

### Selection of an Agency for Undertaking Branding & Promotion of Jharkhand Tourism

Ranchi, Dated:- **20.06.2022**

Ref. No.: **Tou./Dir./Pub.-01/2022-401**, Dated:- **02/06/2022**.

Sl. No.	Reference Section	Clause No.	Queries	Response
1	<b>2.1 Eligible Bidders</b>	Clause 2.1.2 (a)	Request to consider office in any part of the state instead of Ranchi.	<b>Original RFP clause prevails.</b>
2	<b>2.1 Eligible Bidders</b>	Clause 2.1.2 (b)	Request you to Allow experience from other sectors. Request for consider work experience for other department Ministries, PSUs Should demonstrate having experience of undertaking Campaigns / creative jobs / film production in at least 4 (four) different assignments of which at least three assignments are undertaken for Central/ State Government/ Ministries/ Departments / Autonomous bodies and wherein the value of two assignment are at least Rs.1,00,00,000/- (Rupees One Crores Only) and other two assignment are at least Rs.50,00,000/- (Rupees Fifty Lakh Only) in the last 5 (five) Financial Years preceding the Proposal Due Date (i.e 2016-17, 2017-18, 2018-19, 2019-20 and 2020-21).	<b>Admitted</b>
3	<b>2.10 Earnest Money Deposit</b>	Clause 2.10.1	Requested for EMD Exemption as per MSME Act, laid Govt norms.	<b>Original RFP clause prevails.</b>
4	<b>3.3 Evaluation of Experience of Bidder</b>	Clause 3.3.1  (i)	It is requested to kindly make submission of following points optional as not all assignments include creative and media related work under one work order. • Media strategy; • The results of the activity; • How success was measured. For wider participation you are requested to kindly modify the condition to: The Applicant should demonstrate having experience of organizing at least 2 (two) Events/ Branding/ Promotions work with Execution & Supervision for Events/ Exhibitions/ Conferences or any other similar event. Request you to Allow Turnover from other sectors also along with tourism sector.	<b>Original RFP clause prevails.</b>  <b>Admitted</b>

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5	<b>Schedule "A":- Scope of Work</b>	Page No. 32 Section C (v)	Most of the advertising agencies offer media publishing services as well. Hence, it is requested to kindly delete this clause and allow the selected agency to publish the campaign as well. Media commission percentage for media publishing jobs can be asked for in the financial bid.	<b>Original RFP clause prevails.</b>
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