

Minute of evaluation screening committee meeting regarding pre-bid queries of RFP of engagement of Media Consulting Agency for IEC strategy and creative production held on 7.5.2022 at Board Room-1, Ground floor, Krushi Bhawan.

The pre-bid meeting for engagement of Media Consulting Agency for IEC strategy and creative production was held on Dt.07.05.2022 at 4.30 PM in the Board Room, Ground floor Krushi Bhwan, under the Chairmanship of the Director of Agriculture & Food Production, Odisha, Bhubaneswar.

The member of evaluation screening committee and the representative of interested bidders (both physical and virtual mode) attended the meeting . The list of the participants is annexed .

The quires made by the interested bidders were displayed through PPT and presented before the members in the meeting. During discussion the committee headed by the Director of Agriculture & Food Production has taken consideration on certain queries/requests and considered for changes in RFP document as under-

Sl. No.	Section	Reference	Existing Provision in the RFP	Changes to be made in the RFP
1	Bidder data sheet	Page-6, Point-3, &Page -14, Point-4, page -55	Two dates of pre-bid meeting in RFP i.e. 4.5.2022 and other is 29.04.2022 (at page-6 point-13)	The pre bid meeting couldnot be held on 4.5.2022 due to technical problems. However the meeting was held on 7.5.2022 at 4.30PM at Board Room-1, ground floor, Krushi Bhawan with prior intimation to all concerned.
2	Bidder Data sheet	Point -15, Page-7 Page-9, Point-3 Page-14, Point-2	Earnest Money Deposit (EMD) Refundable* Page-8 Rs6,00,000/- INR in shape of Demand Draft drawn in favour of "Joint Director of Agriculture (Information), Baramunda, Bhubaneswar" in any Scheduled Commercial Bank payable at Bhubaneswar. Bid security declaration only as per FDOM No.8484 Dt 05.04.2022 as attached at Annexure-VII	The EMD of Rs6.00 lakh INR in shape of demand draft drawn in favour of JDA (Inf.) Baramunda, Bhubaneswar shall not be deposited. But the EMD security declaration as per FDOM No-8484 Dt5.4.2022 should be submitted in prescribed form.
3	Letter to invitation	Page-9 Point-4 & Page-7 Point-17	The proposal complete in all respect must reach by Speed Post/ Registered Post to the Joint Director of Agriculture (Information), Baramunda, Bhubanewar-751003 latest by 10.05.2022 up to 5.30PM.	The bidders are allowed to submit the bid documents in drop box placed at O/o JDA (Information), Baramunda, Bhubaneswar-751003 . The drop box at JDA (Information) will be under CCTV surveillance. Besides they may also submit through Speed Post/Registered Post on or before 18.05.2022 before 05.30 P.M.
4	Sec-2 Technical Evaluation Criteria	Page-18, Point-3	Experience in designing 5 or more initiative/scheme campaign along with designing of campaign collaterals for Central/State Government/related agency during last 3 financial years. (Proof to been closed) Minimum value of each contract should be Rs. 15 lakhs.	This criterion is to remain unchanged.

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5	Sec-2 Technical Evaluation Criteria	Page-19, Point-6	Experience in designing 5 or more initiative/scheme campaign along with designing of campaign collaterals for Central/State Government/related agency during last 3 financial years. (Proof to been closed) (Minimum value of each contract should be Rs. 15 lakhs) .Request to extend the period from 03 years to 5 years due to COVID-19.	The request to extend the campaign period from 3 years to 5years is not being considered, it will remain as such. The minimum value of contract is to remain unchanged.
6	Sec-2 Technical Evaluation Criteria	Page-19 point-6	Master's Degree from top 100 institutes (as per NIRF, Ministry of Education, Gol ranking 2020 for Management Institutes) in Psychology or Economics or Behaviour Sciences or Mass Communication or Sociology or Anthropology or Data Sciences	No relaxation considered, it is to remain as such.
7	Sec-2 Technical Evaluation Criteria	Page -19 point no-9	Team Leader, Behaviour Change Expert, Sr. Communication Associates and Jr.Communication Associates, Social media Team	In Annexure - 5 Page No-57 it has already been mentioned in Term and conditions. Only 2 nos. of resource persons to remain in position at Bhubaneswar at their own office for co-ordinating the assignment.
8	Sec-2 Technical Evaluation Criteria	Page-14 Bid Processing Fee	The bidder must furnish, as part of technical proposal, the required bid processing fee amounting to Rs. 10,000/- (Rupees Ten Thousand Only) + GST18% in shape of DD/BC	It will remain as such for every bidder including start-ups.
9	Sec-2 Technical Evaluation Criteria	Page-17 Technical Evaluation Criteria SINo-1	Average annual turnover of Rs. 1.00 crore from creative services and IEC/ media strategy business for last three years i.e., for 2018-19, 2019-20 & 2020-21 In case of consortium, joint turnover for both the agencies will be considered.	It will remain as such for every bidder.
10	Sec-2 Technical Evaluation Criteria	Page-17 Sl.No.-2&3	Experience in designing 5 or more initiative/scheme campaign along with designing of campaign collaterals for Central/State Government/related agency during last 3 financial year. (Proof to been closed) (Minimum value of each contract should be Rs. 15 lakhs) Experience in designing 3 or more Behaviour Change Campaign for a Central/State Government /related agency (Proof to be enclosed) (Minimum value of each contract should be Rs. 15 lakhs) Size of the company (media strategy and creative professionals only) No. of experienced creative professionals.	It will remain as such for every bidder including start-ups Though in letter No S&I (IED)-09/2018-1696 /MSME Dt13.3.2018 the minimum turn over and experience is exempted but taking quality and technical specification in to consideration as per the above letter, the scoring criteria is to remain unchanged. For local start-up the scoring criteria for size of the company and experience of creative professional will remain unchanged.
11	Sec-2 Technical Evaluation Criteria	Page-17 &18 Point.7 &8	Sr Communication Associates- Postgraduate/master's degree in journalism/ Mass Communication from any recognized university/Govt. approved institutions.	

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11	Sec-2 Technical Evaluation Criteria	Page-17 &18 Point.7 &8	3 years of work experience of working with Central/State government department 3- 4 years– 0.5 marks , 4 - 5 years – 0.5 marks, > 5 years – 0.5 marks Jr. Communication Associates- Bachelor's degree in journalism / Mass Communication from any recognized university/Govt. approved institutions. 1 years of work experience of working with Central/State government department Experience: 1 - 2 years– 0.5 marks, 2 - 3 years – 0.5 marks, > 3 years – 0.5 marks	The qualification of Sr Communication Associate & Jr. Communication Associates is to remain unchanged.
12	Sec-3 Terms of Reference	Page-29 Point. 3 Payment Terms	Cost of creating Behavior Change Campaigns (40% on draft submission, 60% on final report) Cost of creating Program specific campaigns (40% on draft submission, 60% on final report)	The Behavior Change Campaign is to be executed for 3years on themes like Crop diversification, Formation of collectives, Value addition. The cost of campaign is to be submitted as annual retainer fees and cost for design art work in lump sum.
13			All the Bidders participated in the pre-bid query meeting have requested that the date of final submission of bid should be extended for 7-8 days.	The committee is pleased to extend the last date and time for submission of bid -18.05.2022 at 5.30 PM Opening of technical Bid -21.05.2022 at 11.30AM Technical Presentation- 24.05.2022 at 11.30 AM Opening of Financial Bid 26.05.2022 at 11.30 AM

The consideration for changes in the RFP document by the committee will be intimated to the bidders through floating of advertisement in newspapers & websites.

The meeting ended with vote of thanks to the Chairman and to all the participants.

Sd/- JDA (Information) Bhubaneswar	Sd/- Director, IMAGE Bhubaneswar	Sd/- JDA (PP) Bhubaneswar	Sd/- JD, Horticulture Krushi Bhawan, BBSR	Sd/- State Bio-Chemist, Bhubaneswar
Sd/- JD, SC&WD Krushi Bhawan, BBSR	Sd/- DDA (QC) O/o- DA & FP (O)	Sd/- ADA (Information) O/o JDA (Inf)	Sd/- Addl. Director of Agril (Extn) Krushi Bhawan	Sd/- FA-cum-Dy Secy A&FE Deptt

Approved by

Sd/-
DIRECTOR
Agriculture & Food Production