

Department of Tourism
Government of Rajasthan
 Khasa Kothi, M I Road Jaipur, Telefax 0141-5155100

F3(167)/Mktg/ Media Agency /DT/15/ 14871-74

Date 20/8/15

**Proceeding of the Pre Bid Conference held on 17th August 2015 with regard to the Bid No 25
 (Selection of the Media Agency) in the chamber of Director Tourism.**

Following agencies and their representatives participated in the conference:

1. M/s Percept Out of Home , New Delhi (Mr Sameer Bhargava)
2. M/s Span Communications , New Delhi (Mr Parminder Singh)
3. M/s Havas Media India, Gurgaon (Mr Shahim Ahmed)
4. M/s Maxus India Mumbai (Mr Mehul Shah and Mr Rajiv Gupta)

From the department Addl. Director Adm. Financial Advisor and Dy. Director Mktg. attended the conference. Addl. Director DIPR attended the conference as technical expert/member.

Response of the Department to the queries raised by various agencies

The 1st set of queries:

S.No.	EOI provision	page no.	current requirement	clarifications requested
1	1.6 Pre Bid Qualification Criteria	9	1. Minimum Average Annual Turnover for last three years should be Rs 500 Crores – CA certified balance sheet of the last three financial years must be enclosed as evidence.	<p>If there is a group having 10 – 12 dedicated & specialized media units.</p> <p>Where individual units are having 100 to 300 Cr Average turnover PA.</p> <p>Group Avg Turn Over PA (500 + Cr) = Unit 1 (100 Cr) + Unit 2 (300 Cr) + Unit 3 (350 Cr) +....</p> <p>Can the group participate in EOI? if yes what are the document procedural for group / consortium's accreditation.</p> <p>Response of the Deptt of Tourism:</p> <p>No. A group can not participate in EOI; as it has not been permitted in bid document.</p>

2nd set of queries

Sr No	EOI Provision	page no	Current requirement	Clarification request
1	Clause 2.1	12	Performance Security Deposit & MOU: The selected agency will have to deposit 5% of the approved media cost within 7 days of issuing of the work order along with the draft agreement. The bid Security amount already deposited with the department may also be adjusted as the security deposit. The performance security deposit shall be returned to the agency within 90 days of the successful completion of the contract.	<p>A. Does this mean that if work order is worth Rs 25 cr, then the Performance security deposit is Rs. 1.25 crs.</p> <p>B. When the same will be refunded back</p> <p>C. Will Bank Guarantee will do.</p> <p>D. What is the reason to pay the same.</p> <p>E. Will department pay interest on Performance Security deposit</p> <p>Response of the Deptt of Tourism:</p> <p>A- Yes</p> <p>B- After 90 days of completion of the contract</p> <p>C- Yes</p> <p>D- This is as per the State Government Act and Rules.</p> <p>E- If the Performance Security is deposited in the form of a Fixed Deposit, duly surrendered in the name of the Department then after successful completion of the contract the interest accrued on FD will be payable to the firm. In other forms/instruments of deposit, it is not payable.</p>
2	Clause 1.9 under point no 1 C third paragraph	12	The rates quoted for various media in the financial bids must be supported by the authentications of these media'.	<p>What kind of authentication is required at the time of submission?</p> <p>Response of the Deptt. of Tourism:</p> <p>The authentication may be in the form of a letter on the letterhead of the media or its authorized representative or the official email communication received from the media /representative. The authentication should clearly indicate that the firm is entitled for release of the ads on the rates, it has offered to the Deptt.</p>
3	Clause 2.4	14	Terms of Payment to Selected Media Buying agencies	<p>A-Third point they have mentioned submission of bills on fortnightly basis but they have not specified payment dates.</p> <p>B. Since department would be advertising in all mediums, the department have to follow the payment terms set by IBF & INS</p> <p>C. What is the penal interest if department don't pay in time?</p>

				<p>Response of the Deptt. of Tourism:</p> <p>A- Payment shall be made by the department as early as it possible. No deadline or timeline may be given in this regard.</p> <p>B- The Deptt. will follow the guidelines to the extent possible.</p> <p>C- As per the Government rules no penal interests can be imposed on the Deptts.</p>
4	Clause 1.6 pre bid qualification criteria	9	Pan India Reach (urban & Rural)	<p>Does this means office location of agency.</p> <p>Response of the Deptt. of Tourism:</p> <p>This means that the agency should be in the position to get hold of all types of media platforms across the country. The agency, at any stage, can't say that a particular media is out of its approach.</p>
5	Technical Criteria	10	Width & Depth in terms of execution (geographies) & categories (provide no of locations of operation, including international markets)	<p>What are the details needed? Office addresses?</p> <p>Response of the Deptt of Tourism:</p> <p>Yes. Number of location of operations, nature of operations being carried out from a particular location (if different locations indulge in variety of operations)</p>
6	Schedule of Bid Process	3	Bid Security of Rs. 50 lacs	<p>A. When the same has to deposited</p> <p>B. Will department pay interest on Bid Security deposit</p> <p>Response of the Deptt of Tourism:</p> <p>A-The Bid Security (EMD) amount, E-Bid processing Fee for RISL and the Bid Application Fee amount have to be deposited offline to the Deptt. at address given in the bid document by 12 PM on 01.09.15. The sealed envelopes carrying these shall be clearly super scribed with the agency's name and the fee details.</p> <p>B- No</p>

3rd set of queries

Sr No	EOI Provision	page no	Current requirement	Clarification request
1	General			<p>Query- Please provide contact details for getting assistance on online registration at e-procurement portal.</p> <p>Response of the Deptt. of Tourism:</p> <p>The contact details have been given on the portal. These are</p> <p>Tel : 1800 3070 2232 (toll free), 0141-4022688 Mobile: 91-7878007972 and +91-7878007973 E-Mail: eproc@rajasthan.gov.in</p> <p>To avoid inconvenience the agency may complete the bidding formality well in time so that there is no last minute hurry.</p>
2	Point 3, clause 1.3		Campaign evaluation report will be submitted by the agency within a period of 6 weeks of completion of the Campaign.	<p>Query- Many International research agencies release their data on quarterly or half yearly basis</p> <p>Response- Preliminary report may be submitted within 6 weeks, however detailed report may be submitted in 3 months time.</p>
3	Point 3, clause 1.6		Agency existence: minimum 5 years- Memorandum of Association of the company to be enclosed.	<p>Query- What about Proprietorship firms which do not have memorandum of Association</p> <p>Response- For Proprietorship firms Service Tax registration details and Income Tax Return will be taken as proof of experience.</p>
4	Point 5 Clause 1.6		Having network of its own agencies across key international markets such as USA, UK, France, China, Japan, Germany, Malaysia etc.	<p>Query- What we understand is that any agency that is either part of an international group or has tie-up with various agencies across markets qualifies to participate. Indian agencies have been successfully handling global media campaigns for various clients from India itself as most of them either have their offices or representatives based out of India. So, it is not mandatory to be a part of any global agency group to execute such campaigns</p> <p>Response- An addendum has been issued on this point. The clause may now be read as follows-‘</p> <p>‘Having network of its own agencies or having</p>

				agency tie ups, collaborations across all key international markets'
5	Point No. 2 (I) under clause 1.3		Scope of Services and Deliverables: Suggesting allocation of available budget to the different Media Vehicles in the different target markets based on available market research findings.	<p>Query- What are the key focus markets both Domestic and International? This is required from the budget allocation perspective</p> <p>Response- This is for the agency to suggest what should be the focus of Rajasthan Tourism.</p>
6	Point No. 1 under clause 1.3		Scope of Services and Deliverables: Based on a comprehensive understanding and research on the target audience in the different source markets overseas and within the country, the Media Buying Agency will develop a detailed media strategy / plan	<p>Query- Where do the maximum domestic Tourists come from - which state or district?</p> <p>Response- State wise data is not collected for the domestic tourists.</p> <p>Query- Where do the maximum Foreign Tourists come from - which Country?</p> <p>Response- The statistics for last four years of country wise tourist arrival figures for the State can be seen at annexure 'A' attached herewith.</p>
7	No. 2 (V) under clause 1.3		Scope of Services and Deliverables:	<p>Query- What are the key seasons/months when there is more influx of Domestic tourists?</p> <p>Response- Period from October to March witnesses more influx of domestic tourists.</p> <p>Weekends with prefix or suffix holidays also witness a lot of tourists arrivals especially from neighbouring States of Gujarat and Delhi/Haryana/Punjab/MP/UP.</p>
8	No. 2 (III) under clause 1.3		Scope of Services and Deliverables:	<p>Query- What will be the theme of the advertising creatives ?</p> <p>Response-Theme of ad creatives are not finalized yet. It will be intimated in due course through update on the portal if it gets finalized.</p>

9	No. 2 (III) under clause 1.3		Scope of Services and Deliverables:	<p>Query- What will be the edit size of the TV commercials?</p> <p>Response- TVCs may be of 10-45 seconds duration. 3TVCs will be produced for domestic TV channels/Video platform and 3 for foreign TV channels. There could be one 45 seconds TVC(animation) on the new logo of Rajasthan Tourism. Shorter edited versions of these may also be used during the campaign.</p> <p>Query- What will be the edit size of the Radio commercials?</p> <p>Response Jingles may be of 15-45 seconds duration.</p>
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Besides above queries, few agencies also verbally raised the issue of Performance Security as being very high. The members deliberated on the issue and found that the same was as per the rules, hence recommended that the same may be continued with.

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(Anil Chaplot)
Director Tourism
 Date 20/8/15

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Copy to:

-PS to Pr. Secretary Tourism for information

(Rashmi Sharma)
 Addl. Director