

S.No.	Company	RFP Document Reference(s) (Section & Page Numbers)	Content of RFP requiring Clarifications(s)	Points of Clarifications	Response
1	RK Swamy BBDO	3.1.8 Consortiums Pg No.17	Consortiums are not allowed for this engagement. The bidding entity has to be a single entity duly registered under the applicable laws of country.	If the bidding organization is an advertising group consisting different financial entities for different vertical, is it accepted as a single organization or not	No, refer section 3.3 of the RFP
2	RK Swamy BBDO	9.2 Commercial Proposal, Page No. 53	Detailed Promotion and Media strategy including the comprehensive media planning	is restricted to planning only or media buying is also involved. It is requested to indicate the tentative media spend planned.	RFP intends to hire a single agency for 360 degree promotion activities for MyGov. The promotion activities do not include media buying, however the agency would be responsible for suggesting media for different creatives and coordinating for the final releases
3	RK Swamy BBDO	9.2 Commercial Proposal Page No. 53-54	Creative Development for Print, Radio, Television, Films etc.	Our submission is it should be quantified or range shall be mentioned and does that include the production of AV/Radio spot / Photo shoot etc.. Some agency may quote for one creative for year and some agency may quote for one creative every month. It will result in a large variation of the cost	Refer Corrigendum
4	RK Swamy BBDO	8.4 Page No.48	Resource deployment plan	more clarity is required on onsite and offshore. Do you mean active involvement by onsite or they need to be dedicatedly deployed at client site?	Key resources should be available for meetings and interactions at client site, on need basis, for discussions on different components of comprehensive strategy and their implementation
5	RK Swamy BBDO	5 Payment Schedule Page No 37	payment to the production agency / publications / broadcasters will be made directly	That means is it expected that agencies are not expected to earn commission on these and they should earn for the creative development fee only	As per the RFP
6	RK Swamy BBDO	4.2.10 Page No.33	Overall Impact Assessment	Do you require a plan for this? In the cost head this item is missing. Will it be treated as a third party cost? It may be noted that we have our in-house research division.	Yes, Detailed plan is required. Overall Impact Assessment cost has been asked in section 9.2.
7	RK Swamy BBDO	4,2,8 Page 32	Outdoor media	Is the DAVP rate applicable for this? Our submission is agency may also buy the media as per the DAVP approved rate.	The selected agency will propose suitable production and release houses during engagement and such agencies and rates would be decided as per Government's extant procedures

8	RK Swamy BBDO	4.2.7	New Media	Is it for the maintenance of social media for 24 months? How often the content need to be updated? Accordingly agency can calculate the resource deployment plan	Yes. Developing creatives and maintaining the new media and social media is the responsibility of selected agency. For indicative quantity refer corrigendum.
9	JWT	Section: Fact Sheet, Page 7, Point # 8	Proposals must be submitted no later than the following date and time: 4pm Feb 20, 2015	We request that the last date for the submission of proposal be moved by around 10 days. The time is sought to work on the presentation documents to meet the standards & vision of mygov.in.	Revised. Pls refer corrigendum
10	JWT	Section: Evaluation Process/ Stage 2: Technical Evaluation, Page 18	Bidders will be asked to give demonstration of the Proof of Concept for a 360 degree campaign as per the demo script, which will be shared with the Bidders who qualify the Pre-Qualification Stage.	When will the qualified agencies be given the brief for the development of proof of concept? Especially since the RFP requires the Demo of Proof of Concept to be included in the Technical proposal which will already be submitted? (Ref section 3.3.4 Demonstration of Proof of Concept)	The pre-qualified agencies will be informed about the topic for Proof of Concept upon completion of pre-qualification assessment. The agencies are not required to submit documents of proof of concept with the bid.
11	Goldmine Advtg	3.1.4.2(page no 13)	Deposit of EMD for 10 lacs	Is there exemption from paying EMD for SSI units with NSIC certification as defined by MSME(services), Govt of India?	Yes, However bidders would be required to submit valid registration and NSIC certification to this effect with the pre-qualification bid in place of EMD
12	Goldmine Advtg	3.4.2(page no 24)	which has 3 sub sections	Should all 3 sub sections (1,2 and 3) be submitted as part of the bid document?	Yes.
13	Goldmine Advtg	3.4.4(page no. 25)	Demonstration of Proof of concept	1.Should this also be submitted as part of the bid document?	Agencies are not required to submit documents of proof of concept with the technical bid.
14	Goldmine Advtg	3.4.4(page no. 25)	Demonstration of Proof of concept	2. will there be any reimbursement for any element, for example- a TV spot/radio spot?	No. Refer Corrigendum for revised clause 3.1.5.1 Proposal Preparation Costs
15	Goldmine Advtg	3.4.4(page no. 25)	Demonstration of Proof of concept	3. What is the difference between the definition of New Media vs Digital Media ?	New Media may be interpreted as Digital Media
16	Goldmine Advtg	3.5(page no.26)	Notification of Award	Will 1 agency be awarded the contract or will there be more than one?	RFP intends to hire a single agency as part of this procurement process

17	Goldmine Advtg	8.6(page no.50)	Project Plan	What exactly needs to be given here at time of bid?	The Project Plan should detail out the effort required for creating such creatives, proposed frequency of creatives and detailed list of activities over the period of engagement.
18	SPAN Communications	3.3 Prequalification criteria, Page 20	Bidder should be <input type="checkbox"/> A company incorporated in India under the Companies Act, 1956 and subsequent amendments thereto or a partnership firm registered under LLP Act, 2008/Indian Partnership Act, 1932	As per this clause, only registered companies or LLPs can participate in the bids. Thus it does not allow proprietorship/ partnership concerns to apply. Kindly note: The Constitution of India allows any firm engaged in doing business legally, irrespective of its Constitution, to conduct business in India. As such, legal Constitution cannot be The criteria to bar any organisation from doing a particular business. We, As a proprietorship firm, handle jobs for many Ministries / PSUs/ Government organisations and reputed corporates. The above clause creates entry barriers by driving competitors out from the tender process. This is presumably against the Competition Act 2002 of India. Please note that as per Section 19(3) of the Act, creation of entry barriers for competition leads to Appreciable Adverse Effect on Competition ("AAEC"). Keeping in view the above, it is requested to amend this clause and allow proprietorship concerns to participate.	No Change