

Summary of deliberations held during the pre-bid conference

Tender No : 18-25/2011-BD&MD dated 18th October 2011

Subject : Notice Inviting Tender for engaging a media house for providing support to the Department of Posts for its various activities related to branding, advertising, marketing etc.

As per clause 17 of the above referred Notice Inviting Tender, a pre-bid conference was held in the conference room of Dak Bhawan, Sansad Marg, New Delhi on 28th October 2011 between 1000 hrs to 1100 hrs. The issues/queries raised during the conference and the clarifications thereto are elaborated as under (The clarifications are to be read as elaboration of what has been stated under the relevant clauses/ paras of the tender document. These are not to be taken as substitutes):-

S.No	Issue/ Query	Clarification
1.	Whether the same EMD that was submitted by a bidder as part of their earlier bid in response to the NIT issued by BD& M Directorate vide on 03.08.2011 would be acceptable to BD& M Directorate as EMD for the current NIT issued on 20.10.2011.	<p>The EMD submitted by a bidder as part of their earlier bid in response to the NIT issued by BD& M Directorate on 03.08.2011 would not be acceptable as EMD for the current NIT.</p> <p>The bidders who had submitted EMD in response to the earlier NIT may submit an application to AGM(SP&M), BD&M Directorate, New Delhi to refund their EMD alongwith a photocopy of the EMD receipt. BD&M Directorate would thereafter issue the sanction of the EMD.</p> <p>The prospective Bidders have to submit a fresh EMD for the current NIT as provided in clause 3.1 of Annexure-I of the NIT document.</p>
2.	Clause 15.1 of Annexure-I of NIT document mentions of "Market Survey and analysis related to creative work such as pre-bid release testing & Post Campaign brand recall & impact analysis etc." Clarification on the scale and activities involved therein was sought for.	The agency is required to assess the Market corresponding to the product/service that needs to be promoted/advertised and analyze the same for designing the best media fit for the product/service. The impact analysis would be based on the circulation figures/TAM ratings etc. of the media employed. No field surveys are envisaged.

S.No	Issue/ Query	Clarification
3.	A query was raised about number of events that would be held in a year which may requires PR activities as defined in clause 15.12 of Annexure-I of NIT Document.	Such events are held as and when decided by the competent authority. The number and periodicity of such events, therefore, can not be pre determined. However, 5-6 such events in a year would be a fair estimation. This activity would be Delhi based.
4.	With reference to clause 8 of Annexure-II of NIT Document, it was queried that how Department of Posts proposes to select the models for use in campaigns/ads etc	The agency would provide the photographs/AVs of the models to be used in campaign/advertisement etc. to the Department of Posts for consideration and approval