



CUTTACK DEVELOPMENT AUTHORITY

Pre-bid Queries & Responses – Selection of Agency for Media Communication, Social Media Management and IEC Activities for Cuttack Development Authority
Pre-bid Meeting held on 21.07.2022 at 11:00 AM

Sl. No.	RFP Section, Clause & Page No.	Description	Detailed Description of query/ required clarifications	Response
1	3.5 Eligibility Criteria, Turnover, Page 8	The Average turnover of the agency in the area of Media, Communication, Social Media Management and Digital Marketing services for FY 2018-19, 2019-20 and 2020- 21 respectively should be at least Rs. 80 Lakhs.	Our income from mentioned services are for FY 21-22 around 75 lakh, for FY 20-21 around 75 lakh and for FY 19-20 around 50 lakh	RFP condition prevails
2	Page No 30, Sl. No. - 14	Vehicle Hiring & Branding	Kindly mention the type of vehicle (say TATA ACE or Bolero etc.) to be engaged in the Branding.	Bidder to demonstrate the best possible alternative.
3	Page No 30, Sl No. - 20, 21, 22, 23	Photography and Videography Point 20 - Documentation in Digital format (E-book) including layout, color correction/ images, and pagination (per page) Point 21 - Flyer/ Leaflet (up to 4 Page) Point 22- Printing of Brochures/ Booklets Point 23 - Wall Calendar	Looking into the nature of service (Printing) the items mentioned under point No. 20, 21, 22 and 23 can be put under ' Production of Promotional Merchandise' (Page No 29) . Moreover, in case of the items under 21, 22 and 23 (Flyer/ Leaflet (up to 4 Page, Brochures/ Booklets and Wall Calendar) kindly mention the following so that the budgeting can be worked out accordingly: Technical Specifications: a. Size b. Paper c. Minimum No. of Copies to be Printed d. Medium of Print: Offset or Digital e. Other technical aspects, if any	Preferably 4-6 pages with quality of paper being used for similar in use. Number of copies depend on the type of assignment and its requirement.
4	Page No. 31, Sl. No. - 24	The Agency shall identify locations to put up hoardings at a minimum of 100 locations across the State.	The Outdoor Branding to be limited to Cuttack City and CDA limits or to be spread over 100 locations across the state as mentioned in the RFP?	Preferable location shall be within CDA & CMC limit however if Authority decides

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				for state wise, same shall be assigned to the Agency.
5	Page no 4, point no 1.4.1 – Details of Engagement-Team	The agency should have office in Cuttack, is it applicable for those agencies who have offices in Cuttack or also for Bhubaneswar		Selected consultant shall preferably have office in Cuttack for better coordination with the office
6	Page no 5, point no 2.2 – EMD and Cost for RFP document	We have MSME registration, any exemption for paying EMD		Agreed subject to specific registration under MSME category.
7		We request you to kindly exempt the EMD for MSME Participants.		Clarified
8	Page no 8, Clause 3.5, Eligibility Criteria	Organisation should either be a Company or a partnership firm registered under LLP Act	Request you to kindly not discriminate against proprietorship firms and allow us to take part in the tender process.	Agreed, however preference would be given to 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