

राष्ट्रीय राजमार्ग एवं अवसंरचना विकास निगम लिमिटेड

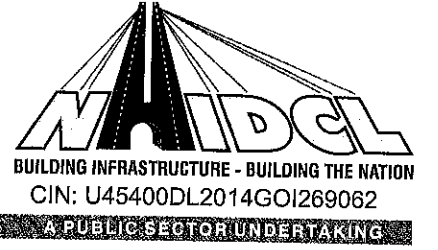
सड़क परिवहन और राजमार्ग मंत्रालय, भारत सरकार

तीसरी मंजिल, पीटीआई बिल्डिंग, 4-संसद मार्ग, नई दिल्ली-110 001

National Highways & Infrastructure Development Corporation Limited

Ministry of Road Transport & Highways, Govt. of India

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CORRIGENDUM IV

NHIDCL/HQ/Creative Agency/2016-17

May 09, 2016

To,

All prospective Bidders,

Sub: Appointment of Creative Agency

Ref: RFP No. NHIDCL/HQ/Creative Agency/2016-17 dated 23.04.2016

Sir/Madam,

In view of large no. of queries requiring further clarification as to the cumulative revenue requirement and criterion for evaluation of pre qualification bids etc., point wise additional clarifications/ amendments are hereby enclosed for the information of all prospective bidders.

All the bidders are requested to revisit their bid submission (in case bids submitted before issue of this clarifications/ amendments), and submit their revised bids on or before the extended last date Monday, 16.05.2016 upto 12:00 hrs in the revised BoQ Document.


(R. S. Ganguly)

General Manager (Finance)

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**Further Clarification issued vide Corrigendum - IV
in connection with
Appointment of Creative Agency in NHIDCL.**

Sl. No.	RFP Clause No.	Page No.	Current requirement	Clarification issued vide Corrigendum - III	Revised clarification vide Corrigendum - IV
1.	1.1.2	2	NHIDCL intends to appoint a reputed Creative Agency for providing a media strategy to the Ministry of Road Transport and Highways & its allied agencies and conceptualizing, preparing, multimedia publicity materials and collaterals.	- Not addressed earlier.	NHIDCL intends to appoint a reputed Creative Agency for providing a media strategy to the Ministry of Road Transport and Highways & its allied agencies like NHIDCL, NHAI (The Clients) and conceptualizing, preparing, multimedia publicity materials and collaterals.
2.	1.2.6	3	The bidding agency must have a cumulative revenue from creative work equivalent to Rs.30.00 Crore or above in the last three financial years (2012-13, 2013-14 & 2014-15). In addition, the creative agency should have handled at least one creative account in any field, with revenue of over Rs.2 Crore, in any one of the last three years (i.e. during 2012-13, 2013-14 & 2014-15).	A consortium or JV with lead + 1 partner as the bidding agency has been allowed. The lead partner should have minimum 60% of the qualifying criterion & the other partner should have minimum 30% qualifying criterion. The qualifying criterion however remains unchanged.	Clause 1.2.6 of the original RFP should now be read as below: The bidding agency must have a cumulative revenue of Rs.30.00 Crore or above in the last three financial years (2012-13, 2013-14 & 2014-15). In addition, the agency should have handled at least one account in the field stipulated in 1.2.5 with revenue of over Rs.2 Crore, in any one of the last three years (i.e. during 2012-13, 2013-14 & 2014-15). A consortium or JV with lead + 1 partner

					as the bidding agency shall also be allowed, provided the lead partner has a minimum 60% of the qualifying criterion.
3.	1.3	3 to 6	Scope of Work	- Not addressed earlier.	The wordings "MoRTH", "NHIDCL", "MoRTH & its allied agencies" used in para 1.3 and all its sub-headings may please be read as " The Client ".
4.	1.3.2 (e)	4	6 Television Commercials (TVC) of 30 second duration, 60 second and 30 minutes each, The TVCs to be produced would be of international quality, comparable with the existing TVCs of the leading organizations. The contents of the TVCs would be entirely by fresh shoot. The TVCs would be produced on turnkey basis.	-	The wordings 30 minutes may be read as 3 Minutes. Rest remains same. Accordingly, para 6.03 of the BoQ document should also be read as 3 minutes.
5.	1.3.7	5	Important Information	- Not addressed earlier.	Additional point inserted as below:- d. The quantities stated under scope of work are only indicative. These may go up & down depending upon requirement. The Production timelines can also be shifted within the three year period of contract depending upon

					requirement. Agency will have no right to ask work equivalent to the stated quantities or work as per stated timelines.
6.	1.5.1 (a)	6	<p>Guidelines for Preparation of Proposals</p> <p>First envelope:- Pre-qualification bid (envelope should be super scribed as 'Pre- qualification bid for appointment of Creative Agency')</p>	- Not addressed earlier.	<p>The Profile and Track Record of the Agency (as mentioned in clause 1.6.2 b) should be placed inside Envelop 1 (super scribed as 'Pre- qualification bid for appointment of Creative Agency') instead of the second envelop of Technical packet for appointment of Creative Agency.</p>
7.	1.5.1 (c)	6	<p>Guidelines for Preparation of Proposals</p> <p>Financial Bid to be uploaded on https://eprocure.gov.in/cppp</p>	- Not addressed earlier.	<p>The two sealed envelopes should be kept in a bigger envelope to be super scribed as <u>Pre-qualification, and technical Bid</u> for appointment of creative agency with due date of submission. The Bottom Left corner of the outer cover should carry the full name, address, telephone nos. e-mail ID etc. of the agency submitting the Proposal.</p> <p>The outer sealed envelope containing the sealed <u>Pre-qualification, and Technical bids</u></p>

					<p>should be addressed to: Director (Administration & Finance), National Highways & Infrastructure Development Corporation Ltd. 3rd Floor, PTI Building, 4-Parliament Street, New Delhi – 110 001</p> <p>It is hereby clarified that the Financial bid is not required to be submitted in physical form and should be uploaded on https://eprocure.gov.in/cppp only.</p>
8.	1.5.2	6	<p>Pre Qualification Bid would contain documents related to Minimum Eligibility Criteria of the agency bidding. The bidder must submit following valid documents</p>	- Not addressed earlier.	<p>As mentioned above, Profile and Track Record of the Agency (as per clause 1.6.2 (b)) to be enclosed.</p> <p>Obtaining a minimum score of 7 out of 10 marks shall be essential for further evaluation of Technical/ Financial Bid. The marks obtained during pre-bid shall be carried forward for the purpose of Technical Evaluation (methodology already prescribed under clause 1.6.3).</p>
9.	1.5.3	7	<p>The Creative Agency should be able to provide a qualified Servicing</p>	- Not addressed earlier.	<p>Profile and Track Record of the Agency (as per</p>

			<p>and Creative team, for undertaking the Creative work and campaigns of NHIDCL. The Creative Agency team would work closely with NHIDCL and MoRTH.</p> <p>(A confirmation letter from the Creative Agency for being able to provide the qualified team should be attached, Confirmation letter may be submitted on the company letter head, duly signed by the authorized signatory as per format given in annexure 2)</p>		<p>clause 1.6.2 (b)) to be enclosed along with confirmation letter (Annexure – 2) from the Creative Agency for being able to provide the qualified team.</p> <p>The other requirements of Technical Bid as mentioned at para 1.6.2 excluding 1.6.2 (b) are to be submitted along with Technical Bid.</p>
10.	1.6.2 (b)	7	<p>The Technical Proposal shall contain the following documents:-</p> <p>A Brief on the Profile and Track Record of the Agency- This may include strength and credentials of the agency, network details , number of employees, details of the specialist partners/affiliates/as sociates, in-house facilities etc.</p>	- Not addressed earlier.	As brief to be included in pre qualification bid stage, unnecessary repetition may be avoided.
11.	SECTION II CHECKLIST FOR BID PREPARATION	14	<p>PRE-QUALIFICATION BID (to determine Minimum Eligibility) :- To be kept in the First envelope super</p>	- Not addressed earlier.	Profile and Track Record of the Agency (as per clause 1.6.2 (b)) to be enclosed along with confirmation letter (Annexure – 2)

			scribed as Pre-Qualification Bid for Appointment of Creative Agency. Confirmation letter regarding qualified team (Clause 1.5.3) As per format at Annexure 2		from the Creative Agency for being able to provide the qualified team.
12.	SECTION II CHECKLIST FOR BID PREPARATION	14	TECHNICAL BID (To be kept in the Second envelope super scribed as Technical Bid for Appointment of Creative Agency) A brief on profile and track record.	- Not addressed earlier.	As brief to be included in pre qualification bid stage, unnecessary repetition may be avoided.

The present document shall form part of the original RFP document and should be read along with clarification No. 1 to 3 issued earlier.

The last date for submission of bids in NHIDCL has been extended upto
12:00 hrs of Monday, 16.05.2016

The above clarification has been issued for information of all concerned.

Encl: Revised clause 1.2.6

**Finance Division
NHIDCL**

Revised clause No. 1.2.6

The bidding agency must have a cumulative revenue of Rs. 30.00 crore or above in the last three financial years (2012-13, 2013-14 & 2014-15). In addition, the agency should have handled at least one account in the areas stated in Clause 1.2.5, with revenue of over Rs. 2 crore, in any one of the last three years (i.e. during 2012-13, 2013-14 & 2014-15). A consortium or JV with lead + 1 partner as the bidding agency shall also be allowed, provided the lead partner has a minimum 60% of the qualifying criterion