

**Description of EOI: Empanelment of Media Agencies for Scientific Content and Information Dissemination**

**Date and timing of pre-bid meeting:** 10.11.2023 at 01:00 p.m.  
**Venue of pre-bid meeting:** Board Room, CSIR-IIIM, Jammu

A pre-bid meeting on Expression of Interest (EOI) for Empanelment of Media Agencies for Scientific Content and Information Dissemination was held on 10.11.2023 at Board Room of CSIR-IIIM, Jammu and accordingly the following 2 parties attended the meeting:-

1. Airkomm Media Pvt. Ltd.
2. Branding Elves Pvt. Ltd.

In order to bring the uniformity and clarity among the prospective bidders on various terms and conditions as mentioned in the EOI document, the bidders who participated in the pre-bid meeting on 10.11.2023 were asked to submit their queries, observations, comments and suggestions with relation to the discussions held in the pre-bid meeting latest by 15.11.2023.

Accordingly, both the parties/ bidders submitted their observations and suggestions for which the detailed clarifications are mentioned as under:-

The following queries, observations and suggestions were raised by M/s Airkomm Media Pvt. Ltd.

Queries	Suggestions given By the Bidder	Response/Clarification
It is observed that on Page no. – 12, Annexure 4: Check List for submission of EOI, Documents to be submitted as per Eligibility/Qualification Criteria, starting from Clause no. 8 till clause no. 14 are not in-line with the Eligibility/Qualification Criteria, as mentioned on Page no. 1, Section II. ELIGIBILITY/QUALIFYING CRITERIA FOR AGENCIES.	Therefore, with respect to the above observation, it is suggested that the Eligibility/Qualifying Criteria for Agencies in the Annexure 4: Check list for submission of EoI should be the same as mentioned on Page no. 1, Section II. ELIGIBILITY / QUALIFYING CRITERIA FOR AGENCIES. Moreover, also when the scope of services as required in the EoI are in-line with the Eligibility/Qualifying criteria as mentioned on Page no. 1, Section II. ELIGIBILITY/QUALIFYING CRITERIA FOR AGENCIES and not in-line with the requirements like media buying and others, as currently mentioned on Page no. – 12, Annexure 4: Check List for submission of EOI. Hence, we request that the Eligibility/Qualifying Criteria as mentioned on Page no. 1, Section II. ELIGIBILITY/QUALIFYING CRITERIA FOR AGENCIES should be the ultimate	All points are considered as valid points except the Point No. 12 i.e., “The Agency should have valid INS Accreditation” and the same may be treated as substituted with the point “The Agency should have valid INS Accreditation or The Agency should be registered with Bureau of Outreach and Communication (DAVP)”

*Raj*

	required qualifying/eligibility criteria.	
It is observed that there is no commercial format for pricing provided in the EoI document.	It is suggested that there should be commercial format for pricing for the EoI, in order to submit the commercials for the scope of services that need to be carried out under this EoI Regarding this, we are suggesting/sharing a standard commercial format for providing prices. It is for CSIR-IIIM to review/update it as per their discretion. Format for Financial Bid for Empanelment of Media Agencies for Scientific Content and Information Dissemination, Indian Institute of Integrative Medicine, Jammu. Please provide detail financial implication to the organization with break up. All prices/rates quoted must comply to the Scope of Work and other terms and conditions specified in this Expression of Interest (EOI). (Format Enclosed)	The Commercial Bid shall be invited separately along with RFP from the short listed agencies.
Page no. 1, Section II. ELIGIBILITY / QUALIFYING CRITERIA FOR AGENCIES: The bidders' firm should have average annual turnover of at least 2 Crore in the last three financial years and should not have incurred any losses during last three financial years. A summary statement of the firm's turnover (in figures) duly certified by a CA shall be provided.	We suggest that the turnover for the above eligibility/qualifying criteria ought to be the average annual turnover of the Bidder firm including its wholly owned subsidiaries (if any). Therefore, the suggested clause is requested to be as below: The bidders' firm including its wholly owned subsidiaries (if any) should have average annual turnover of at least 2 Crore in the last three financial years and should not have incurred any losses during last three financial years. A summary statement of the firm's turnover (in figures) duly certified by a CA shall be provided.	The Average Annual Turnover of the bidding firm only, will be considered for evaluation.

*Rays*

The following queries, observations and suggestions were raised by M/s Branding Elves Pvt. Ltd.

Queries	Suggestions given By the Bidder	Response/Clarification
Seeking relaxation of norms for startups in tenders	Enclosed DOPE OM No. DPE/7(4)/2017-Fin dated 08.11.2016  Department of Expenditure (Procurement Policy Division) OM No. F.20/2/2014-PPD(Pt.) dated 20.09.2016 & No. F.20/2/2014-PPD(Pt.) dated 25.07.2016  MSME OM No. 1(2)(1)/2014-MA Part dated 10.03.216  MSME Circular No. 1(2)(1)/2016-MA dated 10.03.2016	The relaxation to MSME for prior experience and turnover is optional and a decision shall be taken by the evaluation committee based on the responses received, credentials of the MSME startup and criticality of the nature of work required.

Following points are to be noted:-

1. These pre-bid meeting observations suggestions and clarifications shall form the part of EOI document.
2. Rest of the terms and conditions and specifications of EOI document dated 07.11.2023 shall continue to remain same.
3. The above clarifications/ amendments are issued for the information of all the prospective intending bidders.
4. The submissions of bid by the firm shall be construed to be in conformity to the EOI document and amendments/clarifications given above.

  
Administrative Officer