

MINUTE OF EVALUATION SCREENING COMMITTEE MEETING REGARDING PRE-BID QUERIES OF RFP OF ENGAGEMENT OF MEDIA CONSULTING AGENCY FOR IEC STRATEGY AND CREATIVE PRODUCTION HELD ON 06.06.2022 AT BOARD ROOM-1, GROUND FLOOR, KRUSHI BHAWAN

The pre-bid meeting for engagement of media consulting agency for IEC strategy and creative production was held on Dt 06.06.2022 at 11.30AM in the Board Room, Ground Floor Krushi Bhawan, under the Chairmanship of the Director of Agriculture & Food Production, Odisha, Bhubaneswar.

The member of evaluation screening committee and the representative of interested bidders (both physical and virtual mode) attended the meeting. The list of the participants is annexed at P-155/c.

The queries made by the interested bidders were displayed PPT and presented before the members in the meeting. During discussion the committee headed by the Director of Agriculture & Food Production has taken consideration on certain queries / requests and considered for changes in RFP document as under-

Sl. No.	Section	Reference	Existing Provision in the RFP	Changes to be made in the RFP
1	Information to the Bidder	Page 12, Point 3	Copies of Work Orders / Contract Document / Experience Certificate	Work orders are enough
2		Page-1	Hence, Director of Agriculture & Food Production, Odisha, Bhubaneswar of Department of Agriculture & Farmers Empowerment, Odisha invites sealed proposal from the eligible bidders having their office in Odisha for "media consulting agency for IEC strategy and creative productions" under the administrative control of Director of Agriculture & Food Production, Odisha, Bhubaneswar.	The company doesn't need to have an office in Odisha, however, needs to deploy 2 personnel in Odisha for coordination
3	Information to the Bidder	Page- 14, Point-2	The EMD of the successful bidder will be released only after furnishing the required Performance Bank Guarantee (PBG) and signing of the Contract.	There is no question of return of EMD as per FDOM No 8484/05.04.2022. SI.No. 15 of Bidder Data sheet may be referred.
4	Information to the Bidder	Page-17 Point-2 &3	Experience in minimum 2 Creative Campaign/Production of content for Central/ State Government/PSU and minimum 3 Creative Campaign/Production of content for Private Organisations during last 3 financial years. (Minimum value- 10lakh) Experience in minimum 2 Behaviour Change Campaign for Central/ State Government/PSU/UN/World Bank during last 5 financial year. (Minimum value- 10lakh)	It will remain same
5	Information to the Bidder	Page- 21&22 - Clause 22	Clause 22 Governing Law & Penalty Clause The schedule given for delivery is to be strictly adhered to in view of the strict time schedule. Any unjustified and unacceptable delay in delivery shall render the bidder liable for liquidated damages and thereafter the Client holds the option for cancellation of the contract for pending activities and complete the same from any other agency. The Client may deduct such sum from any money from their hands due or become due to bidder. The payment or deduction of such sums shall not relieve the bidder from his obligations and liabilities under the contract. The rights and obligations of the Client and the bidder under this contract will be governed by the prevailing laws of Govt. of India.	It will remain same

Sl. No.	Section	Reference	Existing Provision in the RFP	Changes to be made in the RFP																					
			<ol style="list-style-type: none"> 1. Need assessment survey (any delays will attract 3% penalty per week on the amount for the quoted for this deliverable) 2. Behavior changes campaigns (any delays will attract 3% penalty per week on the amount for the quoted for this deliverable) 3. Program specific campaigns (any delays will attract 3% penalty per week on the amount for the quoted for this deliverable) 4. Monthly task assigned by JDA (Information) and Social Media Management*: <table border="1" style="margin-left: 20px;"> <thead> <tr> <th>S.No.</th> <th>Compliance levels</th> <th>Penalty</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>>90%</td> <td>NA</td> </tr> <tr> <td>2</td> <td>>80-90%</td> <td>2%</td> </tr> <tr> <td>3</td> <td>>70-80%</td> <td>4%</td> </tr> <tr> <td>4</td> <td>>60-70%</td> <td>6%</td> </tr> <tr> <td>5</td> <td>>50-60%</td> <td>8%</td> </tr> <tr> <td>6</td> <td>less than or equal to 50%</td> <td>10%</td> </tr> </tbody> </table> <p><i>Note – JDA (Information) is responsible for sharing the required monthly work 1 week in advance with the Sr. Communication Associate and bidder over email.</i> In case the delay is due to reasons beyond the control of the bidder, monitoring committee chaired by DA&FP (O) may wave off the penalty.</p>	S.No.	Compliance levels	Penalty	1	>90%	NA	2	>80-90%	2%	3	>70-80%	4%	4	>60-70%	6%	5	>50-60%	8%	6	less than or equal to 50%	10%	
S.No.	Compliance levels	Penalty																							
1	>90%	NA																							
2	>80-90%	2%																							
3	>70-80%	4%																							
4	>60-70%	6%																							
5	>50-60%	8%																							
6	less than or equal to 50%	10%																							
6	Information to the Bidder	Page- 21&22, Clause 23	<p>Clause 23 : Confidentiality</p> <p>Information relating to evaluation of proposals and recommendation concerning awards shall not be disclosed to the Agency who submitted the proposals or to other persons not officially concerned with the process, until the publication of the award of Contract. The undue use by any Agency of any information related to the process may result in the rejection of its proposal and may be subject to the provisions of the Employer’s antifraud and corruption policy.</p>	Both Parties agree that the information provided under this Agreement is confidential and neither Party shall at any time during the Term or upon early termination, divulge to any person(s), firm or company, business entity, or other organisation whatsoever, any Confidential Information that the Party may acquire during the course of such association concerning the other Party’s business, property, contracts, clients or affairs, except to its employees and third parties on a need to know basis for services under this Agreement.																					
7	Information to the Bidder	Page- 23, Clause 26	<p>Clause 26 :Copyright, Patents and Other Proprietary Rights:</p> <p>Agriculture & Farmers Empowerment Department, Government of Odisha shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, Copyrights and trademarks, with regard to documents and other materials which bear a direct relation to or are prepared or collected in consequence or in the course of the execution of this contract. At the Client’s request, the Agency shall take all necessary steps to submit them to the Client in compliance with the requirements of the contract.</p>	It will remain same																					

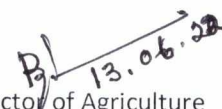
Sl. No.	Section	Reference	Existing Provision in the RFP	Changes to be made in the RFP
8	Information to the Bidder	Page- 23, Clause 27	<p>Clause 27 – Force Majeure</p> <p>For purpose of this clause, “Force Majeure” means an event beyond the control of the agency and not involving the agency’s fault or negligence and not foreseeable. Such events may include, but are not restricted, wars or revolutions, fires, floods, riots, civil commotion, earthquake, epidemics or other natural disasters and restriction imposed by the Government or other bodies, which are beyond the control of the agency, which prevents or delays the execution of the order by the agency. If a Force Majeure situation arises, the agency shall promptly notify Client in writing of such condition, the cause thereof and the change that is necessitated due to the condition. Until and unless otherwise directed by the Client in writing, the Agency shall continue to perform its obligations under the contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event. The agency shall advise Client in writing, the beginning and the end of the above causes of delay, within seven days of the occurrence and cessation of the Force Majeure condition. In the event of a delay lasting for more than one month, if arising out of causes of Force Majeure, Client reserve the right to cancel the contract without any obligation to compensate the agency in any manner for what so ever reason.</p>	It will remain same
9	Information to the Bidder	Page- 23, Clause 28	<p>Clause 28 – Arbitration: The Client and the agency shall make every effort to resolve amicably, by direct negotiation, any disagreement or dispute arising between them under or arising from or in connection with the contract. Disputes not so resolved amicably within 30 days of receipt of notice of such as a dispute shall be resolved by a sole arbitrator nominated by the Addl. Chief Secretary to Govt., Agriculture & Farmers Empowerment Department, Government of Odisha. The arbitration proceedings shall be governed in all respects by the provision of the Indian Arbitration and Conciliation Act, 1996 and the rules there under and any statutory modification or re-enactment, thereof. The arbitration proceeding shall be held in Bhubaneswar.</p>	It will remain same
10	Information to the Bidder	Page 18, Point -6	<p>Behavior Change Expert: Master’s Degree in Psychology or Economics or Behaviour Sciences or Mass Communication or Sociology or Anthropology or Data Sciences from a reputed institute recognized by the govt.</p> <p>Minimum 5 years of experience in designing behavioural change campaign for Central/State government department/UN Organization/World Bank</p>	MBA from a reputed colleges may be considered
11	Information to the Bidder	Page-18 Point -9	<p>Understanding and clarity of Scope of Work (to be assessed during technical presentation)</p> <p>Following key personnel should necessarily attend the technical presentation –</p> <ol style="list-style-type: none"> 1. Behaviour Change Expert 2. 3 key professionals who would be involved in designing the creatives <p>The bidder should clearly underline the methodology to conduct the Communication Need Assessment and create Behaviour Change Communication Campaign.</p>	Yes- Non-negotiable for BCC Expert
12	Section-3 Terms of	Page 26, Point 3.1	<p>Conduct Communication Need Assessment (CNA) - To understand the knowledge base and needs of target</p>	Can be mutually decided once the work order is allocated& as

Sl. No.	Section	Reference	Existing Provision in the RFP	Changes to be made in the RFP
	Reference		group (farmers and agripreneurs) and those engaged in enhancing the competitiveness of agri value chains. Assess the means and content of communication that influences adoption of practices like market-led production, use of technology, diversification, formation of collectives. Assessment can be done through review of the existing documents, reports, studies, focus group discussion, sample surveys etc. Sample size – 2,000	per the methodology .
13	Section-3 Terms of Reference	Page 27, Point 3.2	Create and implement Behavior Change Campaign (BCC) - Behavior Change Campaign is a cross cutting component and interactive process with communities to develop tailored IEC. Basis the finding of CNA, the agency will need to design an effective Behavior Change Campaign based on 3 major objectives – (i) Crop Diversification (ii) Collective Formation (iii) Value Addition.	There are the 3 objectives, there is no scientific knowledge this except the number of farmers who have opted for various schemes from the department. The sample size may be suggested by the organization. The scope of work in BCC may be presented as per your suggestion in technical presentation.
14	Terms of Reference	Page 27, Point 3.3	In case the plan consists of creation of videos, the department will engage its own empanelled vendor to create the videos. All the other collateral will be created by selected agency.	On the execution front-selected agency will only give designs of the collaterals / storyline of the video. The print material production will be done by department empanelled vendors. The video production will also be done by department selected vendors.
15	Terms of Reference	Page 28, Point 4.2	<ul style="list-style-type: none"> 1st draft in 6 weeks. Final Report (including annual work plan) in 10 weeks 	Please indicate the timeline the department will take a decision at the time of issue of work order.
16	Section-4 Technical Proposal	Page-45	Technical B-6 :Format of Curriculum Vitae (CV) for approved manpower to be engaged	CV of key personnel involved in creative work should be submitted & the size of the firm / company who are working in the creative division the staff position may be submitted in Technical B-6 Format
17	Section-3 ToR	Page -27	Social Media management-Regularly posting on social media channels of the department (Facebook , Twitter, You tube) basis the Behavior Change campaign/Programme Specific campaign other departmental events and news.	Is there any any sentiment analysis in social media - not required Any prototype is to be prepared for social media- only design for social media is required pertaining to the

Sl. No.	Section	Reference	Existing Provision in the RFP	Changes to be made in the RFP
				programme. Mention about the nos of media post to be shared on daily basis - Need specific on daily basis

The consideration for changes in the RFP document by the committee will be intimated to the bidders through floating of advertisement in newspaper and websites.

The meeting ended with vote of thanks to the chairman and to all the participants.


 Joint Director of Agriculture
 (Information)

Approved by



DIRECTOR
 Agriculture & Food Production, Odisha