

## Pre-Bid Meeting held on 26.09.2023

Tender Ref No. : Empanelment of Advertising Agencies

Tender ID : 2023\_DDA\_772780\_1

### Clarifications on Query of Agencies regarding empanelment of advertising agencies with DDA

S. No.	Reference (Clause and Page No.)	Queries	Modifications/Amendments/Clarifications
1.	<b>WEIGHTED CRITERIA</b> Point No. 2 (Page 2)	Whether different work orders will be considered as multimedia?	A work order should have more than 1 media. In case of separate work orders for activities under one campaign, supporting RFP/tender to be enclosed to show that particular campaign was multimedia.
2.	<b>WEIGHTED CRITERIA</b> Work Order cut-off date 01.04.2020 (Page 2-5)	Work orders before 01.04.2020 should also be considered, at least one year before this cut off date as work volume was affected during this time.	Average annual turnover has been introduced in this year's RFP as compared to the last RFP floated in 2021. Moreover, work done with state government, their autonomous bodies and state PSUs are also considered this time.
3.	<b>WEIGHTED CRITERIA</b>	Suppose original copies of annual report, booklet, leaflets are not available, whether it would be considered for marking?	If not available, then certified hard copy/photocopy along with work order and other details as mentioned in the RFP to be provided.
4.	<b>WEIGHTED CRITERIA</b> (Page 2-5)	Some agency work on retainer-ship, will they be considered for marking	Agencies are requested to see the weighted criteria of the RFP and provide documents accordingly.
5.	<b>WEIGHTED CRITERIA</b> Point 1 (Page 2)	Is there a page limit to presentation?	There is no page limit but agencies are expected to make it concise, precise and articulate. Besides, a brief summary is also to be submitted as mentioned in the RFP.
6.	<b>MANDATORY CRITERIA</b> d. Empanelment with DAVP (CBC) as multimedia creative agency (Page 2)	Is it applicable to empanelled Print media agencies too?	Only Multimedia agencies empanelled with DAVP (CBC) eligible.
7.	<b>WEIGHTED CRITERIA</b> Point No. 2 (Page 2)	Whether events can be considered multimedia?	Please refer weighted criteria point no 2 in the RFP.

Sd/-  
Commissioner-cum-Secretary