

Date: 25.01.2021

Pre-Bid Queries & Responses

to

Tender No. MMTC/CCD/Agency Empanelment/2021-24

Dated. 04.01.2021

Sub: Clarifications regarding Invitation of EOI for Empanelment of Advertising/ Creative Agencies

The following pre-bid queries (left column) were received by email till 22.01.2021 regarding the captioned work. Clarifications are provided alongside (right column).

S. No.	Query	Response
1	Do we have to submit our proposal in 3 or 4 packets?	The bidder needs to submit the following in separate envelopes:- 1. Agency Empanelment Form (Annexure 1 of tender document, completely filled, with EPR documents attached) 2. Expression of Interest letter for Agency Empanelment. (Annexure 2 of tender document, in prescribed format) 3. Creative Designs – I and II (as mentioned in tender doc) Please note that all the separate enclosures should be contained in a single overall package.
2	The ad designs (Corporate, Branding for Sanchi) have to be in Bi-lingual (i.e. single creative having both English and Hindi content) as mentioned in the tender document or do we have to create separate artworks for Hindi and English?	There should be single creative per ad. Each creative should have an English and a Hindi option with same artwork and copy in the respective language.
3	As per Policy Circular No. 1(2)(1)/2016-MA dated 10/03/2016, from Ministry of MSME, Govt. of India, following eligibility conditions are waived off for Small & Medium Enterprises registered under Ministry of MSME, Govt. of India and Startups registered under Department of Promotion of Industry and Internal Trade, Ministry of Industry & Commerce, Govt. of India; 1. Turnover requirement 2. Prior Experience requirement In reference to above, we being a startup seek exemption from the prior turnover requirement and prior experience requirement.	As per allowance made by Ministry of MSME's Policy Circular No. 1(2)(1)/2016-MA dated 10 th March 2016, relaxation can be given for the following to MSME bidders, subject to their meeting all other technical and quality specifications:- a) Turnover certificate (consolidated) of last three FYs certified by a chartered account. Annual turnover should not be less than INR 10 crore per year for each of last three financial years. b) Documentary proofs of similar jobs done for any two Govt. organizations/ PSUs (i.e. client certificate/ job order + proof of payment/ CA certificate) to the effect of minimum sum of INR one crore billing per year during any two of the last three FYs.

4	How can a startup fulfill the requirements for INS accreditation and that too for the last three years? In this regard, we seek exemption on the EPR for INS accreditation.	Exemption cannot be given for INS accreditation.
5	What is the objective of MMTC as an organization for the following deliverable: bilingual corporate ad creative (print) for MMTC's image building/ reputation management.	The corporate ad should portray the MMTC brand in a comprehensive manner with balanced attention to its various activities/trade businesses, instead of focusing on one specific aspect or product. The objective is for MMTC to be presented as a leading PSU known for trading excellence, sustainable action, and corporate governance.
6	Do we have to submit only a CA Certificate regarding the Work Experience without Work Orders / Client Certificate, or do we submit a few Work Orders along with CA Certificate?	For proof of work experience, you can submit any of the following:- i) client certificates, or ii) CA certificate, or iii) work order + proof of payment
7	We request you to email us high resolution logo of <i>Sanchi</i> brand (English & Hindi).	For purpose of the ad design, the <i>Sanchi</i> logo can be obtained from the following links:- https://pasteboard.co/JKNv25r.jpg (Eng) https://pasteboard.co/JKNuybh.jpg (Hin)
8	Where you have asked to submit work experience Govt. organizations/ PSUs for two corresponding years, may we include listed companies in the same?	Proof of work experience with any Indian govt. departments/organizations and public sector units can be submitted. A number of PSUs are also listed companies, hence, applicable.
9	In the tender one of the condition, i.e.: Documentary proofs of similar jobs done for any two Govt. organizations/ PSUs (during any two of the last three FYs; minimum billing of INR one crore per annum) is too harsh in these time of overall low business scenario in the country. Also no concession to MSME registered agencies. You are requested to lower the minimum billing condition.	Refer to query/response at S. No. 3 for details of relaxation to MSMEs.

All other terms and conditions remain unchanged.