

**Project Name: Skills Acquisition and Knowledge Awareness for Livelihood Promotion
(SANKALP)**

Ministry of Skill Development and Entrepreneurship (MSDE), Govt. of India

**Minutes of Pre-Proposal Meeting and Clarification on Queries against Request for Proposal
(RFP) for Selection of Advocacy, Media and Event Management Agency under SANKALP
(RFP no. SD-22/24/2020/IC dated 23/07/2020)**

The Pre-Proposal Meeting was held on 30/07/2020 at 3:30 PM, via video conferencing. Following members of the Consultancy Evaluation Committee (CEC) attended the meeting:

- i. Ms. Deepti Srivastava, Director, MSDE
- ii. Mr. Sanjeev Kumar, Deputy Director, MSDE
- iii. Mr. Gaurav Kapoor, Media Expert, NSDC

Other two members of the Committee i.e. Shri Sanjay Kumar, Director (Strive), DGT and Shri B.K Mathur, Under Secretary, IFD, MSDE did not joined meeting due to their prior commitments and both assured to give their inputs on same over email. Team from SANKALP PMU was also present to support the meeting proceedings. It is noted that representative(s) from following two (2) selected agencies attended the meeting:

1. Thomas Cook (India) Ltd. along with Consortium Partner Value 360 Communications Ltd.
2. Goldmine Advertising Ltd. Mumbai.

The attendance sheet of the officials attended the meeting is given at **Annexure-B**.

Proceeding of the pre-proposal meeting are as follows:

1. At the outset, Director, MSDE briefed the purpose of the meeting, background of SANKALP programme and broad overview of the Request for Proposal (RFP).
2. A brief presentation was given by SANKALP team on TOR and other important provisions of RFP for selection of Advocacy, Media and Event agency.
3. Thereafter, the prospective bidders were requested to put up their queries related to scope and terms and conditions given in the RFP Document.
4. There were discussions on some of the points raised by the participants and while some of the queries were responded by the Committee members, the participants were assured that response of all queries will be compiled and responded together in writing. The participants were also informed to submit their queries through mail by 2nd August, 2020 6.00 pm on sankalp-msde@gov.in
5. Total eighty-one (81) queries were received. The response against each query received is summarized in the table given at **Annexure-A**. Some of the repeated queries have been merged and responded once.

The Pre-Proposal Meeting ended with vote of thanks.

Clarifications with regard to queries/suggestions received for Request for Proposal (RFP) for Selection of Advocacy, Media and Event Management Agency under SANKALP (RFP no. SD-22/24/2020/IC dated 22/07/2020)

Sl. No.	Query / Suggestions from the Prospective Bidders	Clause Reference of RFP	Page Number	Content of Para / Clause under Reference as per RFP/TOR	Suggested Response/Clarifications
1	Request you to extend the submission date as we will get very less time to revert after receipt of pre-bid queries.	General Query	2	Key Dates and Information	The request has been considered and deadline for submission of Proposal is extended till 31st August 2020 till 3.00 pm. Kindly refer Amendment no. 1 for details.
2	Apart from above please convey tentative date of technical presentation and financial bid opening along with clarifications.	General Query	2	Key Dates and Information	After due process of evaluation is followed, the bidders will be informed about the dates of the Technical Presentation.
3	kindly provide clarity so that we can submit the document timely: 1. Kindly allow bank guarantee, instead of DD. 2. Pls allow MSME category instead of EMD. 3. In Point #12 As per the GOI guidelines, duly registered MSME's are exempt from furnishing EMD and entitled to certain other privileges and would like to know if these are accepted?	Earnest Money Deposit (EMD) and Bid Processing Fees	12	12.1 Earnest Money Deposit I. An EMD of Rs. 10,00,000/- (Rs. Ten Lakhs), in the form of DD in favour of the Employer i.e. D.D.O, Ministry of Skill Development and Entrepreneurship and payable at New Delhi II. The scanned copy of DD must be submitted online along with the Proposal by due date for submission of proposal.	1. The EMD in the form of DD will only be accepted as mentioned in RFP 2. The shortlisted agencies who are registered with Micro and Small Enterprises (MSMEs) as defined in MSE Policy issued by Department of Micro, Small and Medium Enterprises (MSME) or are registered with the Central Purchase Organization, Govt. of India for the services to be provided under this RFP are exempted from submission of bid security. In such case, bidder should submit copy of MSME registration and documents

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				12.3 The shortlisted agencies who are registered with Micro and Small Enterprises (MSEs) as defined in MSE Policy issued by Department of Micro, Small and Medium Enterprises (MSME) or are registered with the Central Purchase Organization of Govt. of India for the services to be provided under this RFP are exempted from submission of bid security. In such case, bidder should submit copy of MSME registration and documents showing exemption from submission of bid security.	showing exemption from submission of bid security. 3. MSME guidelines of GOI shall be followed within the provision of RFP.
4	We would request you to kindly add one more criteria i.e.: Kindly consider: 1 (e): Three Projects/ Contracts Value equal to and more than Rs. 85 lacks from Public Relations activities as well.	Technical Evaluation Criteria (Annexure-1)	21	Sl no. I and II of Technical Evaluation Criteria: Criteria, Sub-Criteria, For Evaluation Of Technical Proposals	The condition of RFP remains unchanged
5	We would request you to kindly add one more criteria i.e.: Kindly consider : 2	Technical Evaluation	21	Evaluation Criteria no. II. Experience of development and implementation of	The condition of RFP remains unchanged

Sl. No.	Query / Suggestions from the Prospective Bidders	Clause Reference of RFP	Page Number	Content of Para / Clause under Reference as per RFP/TOR	Suggested Response/Clarifications
	(d): Experience of development and implementation of Communication Strategy, handling IEC creatives, Outreach activities, Communication Management , Public Relation Activities for Govt./ semi Govt. programs, preferable with a focus skill/livelihood/education sector of minimum Contract Value of Rs. 85 Lacks each, during last 5 years	Criteria (Annexure-1),		Communication Strategy, handling IEC creatives, Outreach activities, Communication Management for Govt./ semi Govt. programs, preferable with a focus skill/livelihood/education sector of minimum Contract Value of Rs. 1 Crore each, during last 5 years- 15 Marks (Maximum Marks) 2a. Up to 3 Projects/ Contracts- 5 Marks 2b.4 to 6 Projects/ Contracts - 10 Marks 2c. More than 6 Projects/ Contracts - 15 Marks	
6	In Annexure I, 1d gives maximum score for 2 projects however 2c gives maximum score to 6 projects? It is requested to have the maximum score limit/cap to 2 projects only.	Technical Evaluation Criteria (Annexure-1)	21		The condition of RFP remains same
7	Detailed Scoring and Evaluation Criteria- S. No. – 1 Experience of handling similar workshops/conferences/ events for Govt./ semi Govt. program, preferable with a focus on skill/livelihood/education sector, during the last 5	Technical Evaluation Criteria (Annexure-1),	21	Evaluation Criteria I. Experience of handling similar workshops/conferences/ events for Govt./ semi Govt. program, preferable with a focus on skill/livelihood/education sector, during last 5 years- 15	The condition of RFP remains same

Sl. No.	Query / Suggestions from the Prospective Bidders	Clause Reference of RFP	Page Number	Content of Para / Clause under Reference as per RFP/TOR	Suggested Response/Clarifications
	years – Request you to kindly reduce the Single Project/Contract Value of the criteria.			Marks (Maximum Marks) 1a.Single Project/ Contract Value equal to and more than Rs. 2 Crores - 8 Marks 1b.Two Projects/ Contracts Value equal to and more than Rs. 2 Crores - 12 Marks 1c.Single Project/ Contract Value equal to and more than Rs. 3 Crores - 10 Marks 1d.Two Projects/ Contracts Value equal to and more than Rs. 3 Crores- 15 Marks	
8	Regarding Manpower educational qualifications, we request you to kindly reduce it to 'graduate' from 'Post Graduate' or allow agencies to submit profiles of candidates with 'Diploma / PG Diploma in specific fields '.	Technical Evaluation Criteria (Annexure-1)	21	Evaluation Criteria: Proposed Team members who will work for SANKALP	An amendment in this regard may be referred in the Amendment no. 1 to the RFP.
9	In absence of completion certificate, kindly allow Self certification of project completion.	Technical Evaluation Criteria (Annexure-1)	22	Experience and Expertise of Firm/ Qualification: Project Experience Document with Work Order & Completion Certificate	In case of absence of proper completion certificate by client, other valid supporting document can be accepted like proof of complete payment against contract from such clients or mail confirmation from the client about completion of project. Self-

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					Certification of Project completion will not be acceptable.
10	kindly provide clarity so that we can submit the document timely: Is a copy of a presentation mandatory to submit along with the Technical Bid?	Technical Evaluation Criteria (Annexure-1)	21	Sl. No. VI. Technical Presentation to show strength and capacity to establish and implementation of Communication Strategy, Innovativeness in proposed IEC and BCC activities and event/ workshop management skills. (Technical Presentation - 20 Marks)	Copy of presentation should not to be submitted along with technical proposal
11	Page 22- Point 17.3 mentions work from agency office, here it is mentioned for onsite, please clarify in terms for Financial Bid aspect also.	Technical Evaluation Criteria (Annexure-1)	22	Evaluation Criteria III. Key Experts for Advocacy, Media Planning & Implementation 3d. Social Media Specialist -2 nos. (to be deployed in MSDE) (2)	One Social Media Specialists and one Print and Electronic Media Specialist proposed by the bidders are to be deployed at MSDE office, Delhi for day to day work under project. An amendment in this regard may be referred in the Amendment no. 1 to the RFP.
12	Clauses 3a/3b/3c/3d gives 1 mark to a PG whereas adequate experience in this industry more than covers for the qualification and specially a Post Graduate Qualification. This may kindly	Technical Evaluation Criteria (Annexure-1)	22	Evaluation Criteria: Proposed Team members who will work for SANKALP Sl. No. III Key Experts for Advocacy, Media Planning &	An amendment in this regard may be referred in the Amendment no. 1 to the RFP.

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	be reviewed?			Implementation (3a, 3b, 3c and 3d)	
13	For Marking/Evaluation, we propose that in view of the “new normal” where Virtual Events have become very effective and are the need of the hour, due weightage may be given to the agencies with experience in this domain?	Technical Evaluation Criteria (Annexure-1)	23	Sl. No. V (5a) Project Approach & Methodology as per TOR Scoring Criteria - Approach for the overall strategy recommended by the Firm-5 Marks - Methodology suggested for the overall strategy - 5 Marks - Innovativeness of the proposed approach and methodology related to IEC, communication, mobilization, outreach activities, event management and online training management proposed for the project- 5 Marks	Marks for online training management/ Virtual Events has been included under Evaluation Criteria V (5a)
14	Kindly clarify the format, do we need to submit this in word document or in form of PPT?	Technical Evaluation Criteria (Annexure-1)	23	Understanding of Workplan, Approach & Methodology	Technical Proposal including 'Understanding of Workplan, Approach & Methodology' to be prepared in word document.
15	Do we need to submit technical presentation along with our technical proposal or after shortlisting?	Technical Evaluation Criteria (Annexure-1)	23	Technical Presentation to show strength and capacity to establish and implementation of Communication Strategy, Innovativeness in proposed IEC and BCC activities and	Copy of presentation should not to be submitted along with technical proposal.

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				event/ workshop management skills.	
16	Page 23-These are very specific requirements, can we give the resources after the relevant agency is shortlisted?	Technical Evaluation Criteria (Annexure-1),	21-23	Evaluation Criteria: Proposed Team members who will work for SANKALP	Bidders must submit CVs of all proposed key experts as mentioned in the Evaluation Criteria/TOR in their technical proposal, based on which evaluation will be done under evaluation criteria no. III.
17	Clauses 4a/4b/4c - most of the event managers aren't MBA's but they have over 20 years of work experience and the same may be kindly factored for scoring?	Key Experts for Workshops and Event Management	23	Evaluation Criteria: Proposed Team members who will work for SANKALP Sl. No. IV Key Experts for Workshops and Event Management (4a, 4b and 4c)	Kindly refer to relevant section of TOR wherein Graduates for such positions are already acceptable and will be scored accordingly
18	What is the difference between both the criteria's, please clarify, because it looks the same- Point V and VI	Technical Evaluation Criteria (Annexure-1),	24	V. Understanding of Workplan, Approach & Methodology - 25 Maximum Marks VI. Technical Presentation to show strength and capacity to establish and implementation of Communication Strategy, Innovativeness in proposed IEC and BCC activities and event/ workshop management skills. 20 Marks	The evaluation against criteria no. V will be carried out based on the technical proposal submitted, however evaluation against criteria no. VI will be purely based on their technical presentation to be held later

Sl. No.	Query / Suggestions from the Prospective Bidders	Clause Reference of RFP	Page Number	Content of Para / Clause under Reference as per RFP/TOR	Suggested Response/Clarifications
19	Please clarify these points as per the format given as Form Tech 2	Form Tech -2 Consultant's Organization and Experience	27	B - Consultant's Experience 1. Firm's name: 1.7 Total No of man-months of the Assignment/job: 1.12: No of professional man-months provided by associated	1.7- Bidders to specify total no. of man-months taken to complete similar assignment shown under Form Tech-2 1.12- Bidders to specify total no. of man-months required by their associated consultants to complete such similar assignment shown under Form Tech-2 (if any, out of above)
20	Are these resources same as the resources mentioned in Page 23? - Form Tech 5 and Form Tech 6	Form Tech 5 (Page -30) & Form tech 6 (Page-31)	30 & 31	Team Composition and Task Assignment/Jobs Curriculum Vitae (CV) For Proposed Professional Staff	Yes, details of proposed resources to be specified in the given format
21	Please clarify this form and what basis do we need to fill this because resources requirements would change during the project and cannot be constant	Form Tech 7	33	Staffing Schedule	Based on the understanding of the project bidders need to prepare and propose the staffing schedule at this stage, based on which marking will be given under evaluation criteria no. V
22	On e-procurement portal it is showing that excel file of the financial proposal to submit but soft copies of the same are not available. Please Provide excel files for Financial Proposal Form. (FIN 1 to 6)	Section 4- Financial Proposal Standard Forms	36-47	Section 4- Financial Proposal Standard Forms	Bidders need to create excel forms as per financial formats given in the RFP (Form Fins 1 to 6) and attach filled forms under financial proposal section on CPPP.

Sl. No.	Query / Suggestions from the Prospective Bidders	Clause Reference of RFP	Page Number	Content of Para / Clause under Reference as per RFP/TOR	Suggested Response/Clarifications
23	<p>Section 4 - Rate Card for Event / Workshop Services is for Delhi NCR only?</p> <p>All Financial Quotes may kindly be considered as Ex Delhi as the rates vary from city to city and additional costs like transportation etc. makes it very fluid.</p>	Section 4 - Financial Proposal, Standard Forms	36-47	<p>Form Fin- 6 -List of various services/ Items to be provided by Event Management Agency (Rate Card for Event / Workshop Services)- Variable Cost to be paid on Actual Basis which should not be more than rates defined here</p> <p>Section 4 - Financial Proposal Standard Forms</p>	Standard rates to be quoted for all line items under Rate Card for Event / Workshop services on PAN India Basis. The payment for such items will be made on actual basis within the cost approved by MSDE.
24	FORM FIN-2, point III, reimbursable cost cannot be quantified as it would depend on various variables which cannot be accounted for right now??	Form Fin 2 - Summary of costs	38	Variable costs of the contract - Reimbursable costs, if any	Only Reimbursable Heads of such items/ services are to be mentioned.
25	Will you consider Total cost mentioned in the FORM Fin-2 Summary of Cost for Financial evaluation or only Retainer Cost will be taken for evaluation under QCBS?	For Fin-2 (Summary of Cost)	38	For Fin-2 (Summary of Cost)	Financial Evaluation shall be carried out based on total cost quoted under Sl. No. I (fixed cost) and sl. No. II (total of variable cost) excluding GST under Form Fin 2

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26	II a. Total of Fixed Fee Rate Card for Implementation, Management and Documentation of Communication and Outreach Activities- - Total Amount: As per Form 4, we need to give unit rates. So, we assume that we will be paid basis the per unit of work delivered. Kindly confirm.	FORM FIN-2 SUMMARY OF COSTS	38	a. FORM FIN 4: Total of Fixed Fee Rate Card for Implementation, Management and Documentation of Communication and Outreach Activities- - Total Amount	Yes, Payment for such services shall be made based on actual quantity of work/ delivered services as per quoted and approved unit rate.
27	Digital Media: Point 8 - Blog Burst through 10 well- known Bloggers- Cost per blog? Cost to be provided for the content writing or the blogger? As the cost per blogger varies and can't be standardized	FORM FIN-4	41	Fixed Fee Rate Card for Items/ Services for Implementation, Management and Documentation of Communication and Outreach Activities Sl. No.8-Blog Burst through 10 well- known Bloggers	The said requirement under RFP has been removed. Amendment no. 1 may be referred for the same.
28	Digital Media Point 12 - Cost for digital film - cost per minute - Cost to be provided for 2D animated or shoot base film?	FORM FIN-4	41	Fixed Fee Rate Card for Items/ Services for Implementation, Management and Documentation of Communication and Outreach Activities Sl no. 12- Creatives for Digital Films	Kindly quote rate for Standard Animated films (2-5 minutes) . MSDE will refer to DAVP rate card for such activities. Amendment no. 1 to be referred for the same.

Sl. No.	Query / Suggestions from the Prospective Bidders	Clause Reference of RFP	Page Number	Content of Para / Clause under Reference as per RFP/TOR	Suggested Response/Clarifications
29	Digital Media Point 14 - Support in making the videos viral -cost per minute - Please elaborate on the requirement	FORM FIN-4	41	Sl. no. 14-Support in making videos Viral	This requirement from the RFP has been removed. An amendment in this regard may be referred in the Amendment no. 1
30	How many numbers of videos to be made and specify duration of such videos	FORM FIN-4	41	Fixed Fee Rate Card for Items/ Services for Implementation, Management and Documentation of Communication and Outreach Activities Sl no. 12- Creatives for Digital Films	Please refer Annexure-I of TOR for approximate number and duration of videos
31	How many Language adaptation will be there for video?	FORM FIN-4	41	Fixed Fee Rate Card for Items/ Services for Implementation, Management and Documentation of Communication and Outreach Activities Sl no. 12- Creatives for Digital Films	Language adaptations will be as per the campaign requirement.
32	How many numbers of radio jingles to be made and what will be the jingle duration?	FORM FIN-4	41	Fixed Fee Rate Card for Items/ Services for Implementation, Management and Documentation of	Share cost for radio spots for 10 sec. Number of radio spots will depend on each campaign

Sl. No.	Query / Suggestions from the Prospective Bidders	Clause Reference of RFP	Page Number	Content of Para / Clause under Reference as per RFP/TOR	Suggested Response/Clarifications
				Communication and Outreach Activities Sl no. 13 Creatives for Radio Jingle	
33	Will there be any specific location for video shoot?	FORM FIN-4	41	Fixed Fee Rate Card for Items/ Services for Implementation, Management and Documentation of Communication and Outreach Activities Sl no. 12- Creatives for Digital Films	It will be as per requirement.
34	What would be the duration for this viral video for WhatsApp version?	FORM FIN-4	41	–	Not relevant to this RFP
35	Will the footages be provided by the client?	FORM FIN-4	41	Fixed Fee Rate Card for Items/ Services for Implementation, Management and Documentation of Communication and Outreach Activities	No, MSDE will not provide footage.

Sl. No.	Query / Suggestions from the Prospective Bidders	Clause Reference of RFP	Page Number	Content of Para / Clause under Reference as per RFP/TOR	Suggested Response/Clarifications
36	What will be the use of videos, will it be used for Digital or Television?	FORM FIN-4	41	Fixed Fee Rate Card for Items/ Services for Implementation, Management and Documentation of Communication and Outreach Activities	It may be used for both, depending upon the requirement.
37	Would the images be on actuals, we would like to request on the same?	FORM FIN-4	41	Fixed Fee Rate Card for Items/ Services for Implementation, Management and Documentation of Communication and Outreach Activities	The Condition in the RFP remains unchanged
38	How many days will be required for the Photography?	FORM FIN-4	41	Fixed Fee Rate Card for Items/ Services for Implementation, Management and Documentation of Communication and Outreach Activities	Subject to the activity/ brief.
39	In the Rate card "Unit" head has combination of Per Day, Per SQFT and Each unit for quoting rate. There are many Items which are to be charged day wise but in the bid rates are asked for each unit (Like Photography, Audio Visual, Few Miscellaneous Items Transport) these have to	Form Fin 4 & 6	41	Overall query regarding multiple heads	Bidders need to quote for items as per unit, on per day basis.

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	be later multiplied with number of days as per the final consumption at the time of final event Billing.				
40	Adequate provision in terms of financial quote may be given for the safety precautions due to Covid-19 Infection and the SOP directions of various states. This quote would also vary from state to state, depending on their defined SOP's	Form Fin-5	43	Financial Proposal Format of Event Management and Training Management fees (Fixed Cost per Event)	<p>Bidders' are requested to consider COVID situation while preparing their technical and financial proposals. It may also be noted that online platforms for Events/ workshops/ virtual events may be used more for the foreseeable future. til the situation normalizes.</p> <p>An amendment in this regard may be referred in the Amendment no. 1 to the RFP.</p>
41	Quoting Management Fee entirely depends on the scope of the Event and total number of Participants. Here Only number of Participants are mentioned and in point 5 above 101 can be any number. So, I would suggest you can ask for Management Fee Percentage of the total billing. Please clarify	Form FIN-5	43	Financial Proposal Format of Event Management and Training Management fees (Fixed Cost per Event)	The Condition in the RFP remains unchanged

Sl. No.	Query / Suggestions from the Prospective Bidders	Clause Reference of RFP	Page Number	Content of Para / Clause under Reference as per RFP/TOR	Suggested Response/Clarifications
42	Printing quantities are missing for pen, bags, badges etc.	FIN-6	44	II. Signage 7.Badges III. Conference Kits 6.Pens 9. Jute/Cloth Bags	Please specify the unit rates under this form.
43	Serial Number III Point 4 & 5- Distribution of Invitation Local & Outstation- Fixed cost can't be given since the cost will depend upon the destination and the kind of medium chosen for Distribution of Invitations. Please advise.	Form FIN-6	44	4. Distribution of Invitation Local & Outstation 5.Distribution of invitation - Outstation	Necessary amendment has been made in this regard, may be referred in the Amendment no. 1
44	Serial Number V Point 10- Platform for LED Wall- Rate should be asked in Per SQFT since it will depend upon the size of the LED chosen.	Form FIN-6	45	V. Audio Visual 10.Platform for LED Wall	Necessary amendment has been made in this regard, may be referred in the Amendment no. 1.
45	Serial Number VI Point 3-Black Cloth Masking on Wooden Frame - Rate should be asked in Per SQFT since we don't know what will be the actual size of the requirement.	Form FIN-6	46	VI. FABRICATION 3.Black Cloth Masking on Wooden Frame	Necessary amendment has been made in this regard, may be referred in the attached Amendment no. 1

Sl. No.	Query / Suggestions from the Prospective Bidders	Clause Reference of RFP	Page Number	Content of Para / Clause under Reference as per RFP/TOR	Suggested Response/Clarifications
46	Serial Number VIII Manpower. Please specify can the rates be quoted for Male Manpower for 8 Hours. Do we need to include their Food and Transport too? Or to be paid extra?	Form FIN-6	46	VIII. Manpower (if extra manpower required in exceptional cases)	Rate to be quoted as per RFP
47	Serial Number IX Transport. Please specify for Minibus do we need to quote for 8 Hours / 80 Kms?	Form FIN-6	46	IX. Transport 5.Minibus	Necessary amendment has been made in this regard, may be referred in the attached Amendment no. 1
48	Please clarify what are the govt norms for /approved rates for hotels/accommodation for Point i and ii	Form Fin- 6	47	Note: i. Cost of Accommodation/ Hotels and travel of participants should be as per Govt. norms/ approved rates. Exceptional cases or any planned budget/ expenditure beyond govt. norms/ agreed rates must be approved by MSDE.	It will be as per existing Govt Norms and will be conveyed to the selected agency.

Sl. No.	Query / Suggestions from the Prospective Bidders	Clause Reference of RFP	Page Number	Content of Para / Clause under Reference as per RFP/TOR	Suggested Response/Clarifications
49	Details on Geographies for outreach and corresponding languages. Please specify the 10 states or the language for the vernacular content creation	Section- 5 (Terms of Reference)	50	Scope Of Services, Tasks (Components) And Expected Deliverables The agency is expected to a. Undertake Need Assessment and Situational Study in program areas, in consultation with MSDE, SSDMs and DSCs in a minimum of 10 states with 800 respondents (may use combination of online and on ground assessment)	The name of states cannot be specified at this stage; however, it may be clarified that coverage of these 10 states will be on PAN India basis with representation from all regions of the country.
50	What will be the frequency and intervals of the workshops to consolidate the findings & evidences on the National & Regional Level?	Section- 5 (Terms of Reference)	50	3. Scope of Services, Tasks (Components) and Expected Deliverables: i. Developing a robust communication strategy & IEC / BCC material addressing all relevant programs of skill development among the key stakeholders; The agency is expected to: b. Organize consultative/Dissemination Workshops to consolidate	This is part of need assessment and needs to be completed within 2 months from the date of signing the contract

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				findings and evidences (National and Region level)	
51	Who are the Stakeholders?	Section- 5 (Terms of Reference)	50	3. Scope of Services, Tasks (Components) and Expected Deliverables: i. Developing a robust communication strategy & IEC / BCC material addressing all relevant programs of skill development among the key stakeholders	For IEC/ BCC activities, stakeholders will include Govt. Private, Academicians and beneficiaries.
52	On which region & geography do we need to be more focused on?	Section- 5 (Terms of Reference)	51	I. Advocacy, Media Planning and Implementation ii. The Media Agency will develop and present an integrated, innovative, 360-degree communication strategy an work plan for execution on a pan-India basis (National, State and District levels) based on programmatic needs identified through need assessment and research undertaken within skilling ecosystem and various ongoing Skill trainings/ programme.	Pan India project covering all states & UTs

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53	Digital Media under Social media Point 2 "Creation management of dedicated YouTube channel, Twitter, Facebook and Instagram page/ account for SANKALP programme of MSDE and upload contents as when provided by the MSDE "- Is the agency to create content pieces for the handles or only upload the content provided MSDE, If Yes, can you please specify the units PM that needs to be create and what format - static , video , GIFs	Section- 5 (Terms of Reference)	52	3. Scope of Services, Tasks (Components) and Expected Deliverables: I. Advocacy, Media Planning and Implementation c. Social Media: Engagement of social media on skilling campaigns: -Creation and management of dedicated YouTube channel, Twitter, Facebook and Instagram page/ account for SANKALP programme of MSDE and upload contents as when provided by the MSDE.	YouTube - All video content published whenever developed FB, Instagram & Twitter - 2 content pieces per day so 50-60 per month approximately (Static & GIFs). All video contents also be published on these handles
54	What all platforms we need to work on?	Section- 5 (Terms of Reference)	52	3. Scope of Services, Tasks (Components) and Expected Deliverables: I. Advocacy, Media Planning and Implementation	Facebook, Instagram, YouTube, LinkedIn and Twitter
55	What is the Objective of doing SMO? (E.g. leads, revenue, product campaign, awareness, etc.) o Product (Value Prop) o Brand Building/PR o Influencer strategy	Section- 5 (Terms of Reference)	52	ii. The Media Agency will develop and present an integrated, innovative, 360-degree communication strategy an work plan for execution on a pan-India basis (National, State and District levels) based	Awareness & Engagement would be the primary objectives while lead generation and influencer outreach may be secondary and dependent on the campaign.

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	<ul style="list-style-type: none"> o Engagement o Spend campaigns 			<p>on programmatic needs identified through need assessment and research undertaken within skilling ecosystem and various ongoing Skill trainings/ programme. Implementation, Management and Documentation of Communication and Outreach activities includes but not limited to;</p>	
56	<p>We only need to do the postings or can also work on the big campaigns? If Yes, what will be the monthly spends budget of the campaigns?</p>	Section- 5 (Terms of Reference)	52	<p>C. Social Media: Engagement of social media on skilling campaigns: - Twitter, Facebook, YouTube,</p>	<p>Content creation and posting, both will be done by agency. Budget allocation will be discussed post the need analysis.</p>

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57	What is your communication goal for the social media, blog, etc.? Please share quantifiable goals if feasible.	Section- 5 (Terms of Reference)	52	Instagram etc. The agency should deploy social media. - Creation and management of dedicated YouTube channel, Twitter, Facebook and Instagram page/ account for SANKALP programme of MSDE and upload contents as when provided by the MSDE - Day to day management of Social Media platform of SANKALP and supporting content with MSDE, NSDC, SSCs and other agencies	Awareness & Engagement would be the primary objectives while lead generation and influencer outreach may be secondary and dependent on the campaign.
58	Kindly specify any mandatories that need to be followed or kept in mind while working on the objectives	Section- 5 (Terms of Reference)	52	- Following content protocol in consistence with MSDE and other central and state government agencies	Skill India guidelines will be shared with the selected agency
59	What will be the social media Budget or give an indicative Budget, specifically for the paid campaigns?	Section- 5 (Terms of Reference)	52	- Documentation and reporting, on regular basis	Any paid activity on social media will be subject to approval of MSDE which would be paid on actual basis.

Sl. No.	Query / Suggestions from the Prospective Bidders	Clause Reference of RFP	Page Number	Content of Para / Clause under Reference as per RFP/TOR	Suggested Response/Clarifications
60	Kindly throw light on Brand's identity, past campaigns digital or otherwise, digital movement/growth/positioning, in- house skills, spend bandwidth on digital search & display. Any social media data that the ministry can share with us? Any specific Business challenge that the Ministry wants us to handle?	T Section- 5 (Terms of Reference)	52		Please do primary and secondary research for related subject.
61	What is your short term & long-term goal?	Section- 5 (Terms of Reference)	52		Refer to brief and scope of services in the RFP
62	What duration do you want to plan the campaigns? (E.g.3 Months, 6 Months, 1 Year)	Section- 5 (Terms of Reference)	52		It will vary from campaign to campaign, based on the requirement of the project.
63	How open are you to conduct Contests/Quizzes on the social Platforms?	Section- 5 (Terms of Reference)	52		Innovative ideas are welcome

Sl. No.	Query / Suggestions from the Prospective Bidders	Clause Reference of RFP	Page Number	Content of Para / Clause under Reference as per RFP/TOR	Suggested Response/Clarifications
64	Does the Costing of artist inclusive or exclusive?	Section- 5 (Terms of Reference)	52	<p>3. Scope of Services, Tasks (Components) and Expected Deliverables:</p> <p>d. Management of Folk Media Troupes / Haats / Melas in different socio-cultural regions in states and districts</p> <p>- Selection of artiste, musicals, support hands and crew members for Folk Troupe, Haats and Melas,</p>	Costing of Artist should be inclusive.
65	Travel, Food and Accommodation of Crew Members to be Charged additionally in the final Bill?	Section- 5 (Terms of Reference)	52	Management of Folk Media Troupes / Haats / Melas in different socio-cultural regions in states and districts	Quote should be all inclusive
66	When will this exhibition has to take place and the place will be decided according to the target audience or what?	Section- 5 (Terms of Reference)	53	<p>3. Scope of Services, Tasks (Components) and Expected Deliverables:</p> <p>II. Event and Workshop Management</p> <p>The small, medium and large-scale events that MSDE is seeking to organize and execute are listed below:</p> <p>- Exhibitions at National, State</p>	Depends on project requirements

Sl. No.	Query / Suggestions from the Prospective Bidders	Clause Reference of RFP	Page Number	Content of Para / Clause under Reference as per RFP/TOR	Suggested Response/Clarifications
				and District Level and Special Exhibition	
67	It will be virtual platform or physical event?	Section- 5 (Terms of Reference)	53	<p>3. Scope of Services, Tasks (Components) and expected Deliverables:</p> <p>II. Event and Workshop Management</p> <p>The small, medium and large-scale events that MSDE is seeking to organize and execute are listed below:</p> <ul style="list-style-type: none"> -Seminars, Conferences, Trainings and Workshops by various stakeholders - Exhibitions at National, State and District Level and Special Exhibition - Inauguration/ Award ceremonies - Press Conferences and Media Interaction events including social media - Promotional Events/ Job Fairs/ Campaign - Any other special Event as required in the programme - e-training delivery 	Mix of both, depends on project requirements

Sl. No.	Query / Suggestions from the Prospective Bidders	Clause Reference of RFP	Page Number	Content of Para / Clause under Reference as per RFP/TOR	Suggested Response/Clarifications
				management / Virtual Classroom based online workshop management	
68	For the booking of Travel, Accommodation, Boarding and Logistic; will MSDE give us a cap for per participant of event or it would be on actual?	Section- 5 (Terms of Reference)	53	3. Scope of Services, Tasks (Components) and Expected Deliverables: II. Event and Workshop Management Broad scope of services under Event Management are defined as below: i. Accommodation The Agency shall be required to make bookings for the participants' travel and accommodation in some of the events as instructed by MSDE. Usually, this is required when workshops or trainings are being held for more than one day.	The Govt. norms in this regard will be shared with the shortlisted agency.
69	As per the pre-proposal meeting presentation shared by you, "The Agency will be responsible for Venue Bookings, Event Management, Conceptualizing, Designing, Branding, Logistics,	Section- 5 (Terms of Reference)	54	The Agency will be responsible for organizing Conferences/Trainings/ other events whose scope shall include Venue Bookings, Event Management,	Payment will be made as per conditions mentioned in the RFP

Sl. No.	Query / Suggestions from the Prospective Bidders	Clause Reference of RFP	Page Number	Content of Para / Clause under Reference as per RFP/TOR	Suggested Response/Clarifications
	<p>execution of works at the site, including exterior and interior decoration, development of site infrastructure, services, collaterals, general ambience, necessary permissions from the local authorities such as police, fire, sanitation department, municipal corporation and so on." - Please confirm the method payment w.r.t. events as all the above jobs are variable in nature and will depend upon specific event requirements.</p>	Event & Workshop Management		<p>Conceptualizing, Designing, Branding, Logistics, execution of works at the site, including exterior and interior decoration, development of site infrastructure, services, collaterals, general ambience, necessary permissions from the local authorities such as police, fire, sanitation department, municipal corporation etc. arrangements. Selected agency may need to work closely with other knowledge or Training Partners of MSDE under different projects of SANKALP for organizing various Workshops/ Training/ Events. Majority of events are envisaged to be organized at hotels, conference halls or partner facilities. Events management within the contract may require that multiple events run simultaneously.</p>	
70	Event Theme Conceptualization, Designing will be charged additionally?	Section- 5 (Terms of Reference)	54	The Agency will be responsible for organizing Conferences/Trainings/ other	Conceptualization and Ideation are a part of planning and strategy component, it should be covered under retainership cost.

Sl. No.	Query / Suggestions from the Prospective Bidders	Clause Reference of RFP	Page Number	Content of Para / Clause under Reference as per RFP/TOR	Suggested Response/Clarifications
		Event & Workshop Management		events whose scope shall include Venue Bookings, Event Management, Conceptualizing, Designing, Branding, Logistics, execution of works at the site, including exterior and interior decoration, development of site infrastructure, services, collaterals, general ambience, necessary permissions from the local authorities such as police, fire, sanitation department, municipal corporation etc	
71	Media training requirements will be in one go or individually at each state	Annexure I - Details and approximate number of IEC activities to be conducted under SANKALP (Terms of Reference)	64	Training of SSDM, DSC and District level officials on Communication Strategy and Plans- 10 trainings in 10 different states/regions for one day (ideally to be included as part of regular workshops conducted by MSDE)	Such trainings will be part of regular capacity building of the states/ SSDMs and DSCs, may happen as and when required.
72	under e-training delivery management point c) - "Agency will leverage the existing conferencing software/	Section 5 (Terms of Reference)	55	II. Event and Workshop Management vi. e-training delivery management / Virtual	Right now, MSDE is using e-platform developed by NIC, Govt. of India. Any other appropriate platform may be considered as per requirement.

Sl. No.	Query / Suggestions from the Prospective Bidders	Clause Reference of RFP	Page Number	Content of Para / Clause under Reference as per RFP/TOR	Suggested Response/Clarifications
	platforms or Learning Management System (LMS) software which will be used for delivery of the training sessions, collaboration, assessments/ quizzes, content notifications, and reminders, among other features, as decided by MSDE. - which software is being used by MSDE for the virtual conferences?			Classroom based online workshop management c. Agency will leverage the existing conferencing software/ platforms or Learning Management System (LMS) software which will be used for delivery of the training sessions, collaboration, assessments/ quizzes, content notifications, and reminders, among other features, as decided by MSDE	
73	3. Scope of Services, Tasks (Components) and Expected Deliverables: iv. Printing – Do we need to print invites, conference notepads, name tags, files/folder covers, background materials, agenda, letterhead, delegate’s bags/folders, access badges, etc. If so, please specify the quantities and it’s not mentioned in Form Fin 6.	Section- 5 (Terms of Reference)	55	iv. Printing a. Manage workshop stationary requirements & printing materials required for workshops/ training. These may include printing of invites, conference note pads, name tags, files/folder covers, background materials, agenda, letterhead, delegate’s bags/folders, access badges etc.	Printing to be done based on actual requirement. Under Form Fin 6 per unit rate to be quoted.

Sl. No.	Query / Suggestions from the Prospective Bidders	Clause Reference of RFP	Page Number	Content of Para / Clause under Reference as per RFP/TOR	Suggested Response/Clarifications
74	Do we need to deploy all 7 team members for Advocacy, Media Planning and Event Management onsite at MSDE Office or they will work from consultant's office?	Section- 5 (Terms of Reference)	58	Team Composition & Qualification Requirements for the Key Experts Minimum Key Experts for Advocacy, Media Planning and Implementation	All proposed team members will work from their offices except 1 Traditional Media specialist & 1 Social Media Specialist to be deployed at MSDE, Delhi office for day to day work under project. An amendment in this regard may be referred in the Amendment no. 1 to the RFP.
75	For the specialized tasks like the need assessment study, media buying, advertorial etc. we will need to partner with external agencies. So, do we need to submit details like their Credentials and CVs at present, while submitting the proposal?	Section- 5 (Terms of Reference)	58	Team Composition & Qualification Requirements for the Key Experts Minimum Key Experts for Advocacy, Media Planning and Implementation	The proposed team structure and corresponding people should be in place as per the TOR of the RFP. Bidders must disclose names of third party at RFP stage, and the selected agency shall be fully responsible for the performance and final deliverables. CVs and Credentials of third party by bidders need not to be submitted at this stage.
76	Sample size and Timeline - Will it be flexible considering the travel restrictions during COVID-19 situation, as 2 month's timelines could be difficult to achieve for a primary survey	Section- 5 (Terms of Reference)	60	6. Deliverables and Deadlines Sl. No. 2 Need Assessment and Situational Study Report	The sample size and timelines will remain same and particular weightage of primary survey may be decided upon considering COVID situation post award of contract.

Sl. No.	Query / Suggestions from the Prospective Bidders	Clause Reference of RFP	Page Number	Content of Para / Clause under Reference as per RFP/TOR	Suggested Response/Clarifications
77	Communication themes for media outreach during the field study period and focus areas	Section- 5 (Terms of Reference)	60	<p>Deliverables and Deadlines</p> <p>Sl. No. 8. SOP for Mobilization and Counselling to the outreach teams and Awareness Building Program plan at state and district levels (must include plan for next 2 quarter covering atleast 12 districts)</p> <p>Sl. No. 9. Completion of Awareness Building Program at district level about different skilling program by Govt., Skill Development areas, youth mobilization etc.-six (6) nos. of such programme to be conducted in a quarter in 6 districts</p>	Refer to the TOR for the same
78	Do we have to make customize mela or we can also participate in the existing mela across country?	Annexure-I Details and approximate number of IEC activities to be conducted under SANKALP	63	<p>1. Advocacy, Media Planning and Implementation</p> <p>b. Implementation, Management and Documentation of Communication and Outreach Activities</p> <p>Folk & Local media (to be</p>	Both proactive and reactive participation can be considered.

Sl. No.	Query / Suggestions from the Prospective Bidders	Clause Reference of RFP	Page Number	Content of Para / Clause under Reference as per RFP/TOR	Suggested Response/Clarifications
79	Also, the folk troupe should be known troupe as per the client suggestion or we should suggest on our own?	Annexure-I Details and approximate number of IEC activities to be conducted under SANKALP	63	organized across country) - Folk and Media -2 folk troupes with 10 members teams - 20 shows - Haats -Stall Operation in Haats for a month (10x10 Collapsible Stall) Minimum 2 Haats in a month)	To be discussed during implementation
80	Haats placement to be suggested by client or agency will have to take a call?	Annexure-I Details and approximate number of IEC activities to be conducted under SANKALP	63	-Mela -Branded Mobile Van/ 10x10 Collapsible Stall, Promotional materials, Audio-visuals and two mobilisers for 1 mela in a month	To be discussed during implementation
81	We request you to make it monthly basis.	Annexure-II Deliverable Vs Payment matrix-detailed	67	detailed Quarter wise Deliverables to be completed/ submitted along with supporting documents by the agency for release of payment	The Condition in the RFP remains unchanged

List of Participants:

S.No.	Name and Designation	Organization
4	Aruna Ramanathan, PMU Consultant	SANKALP, PMU
5	Maneesh Mishra, PMU Consultant	SANKALP, PMU
6	Ms. Jyoti Singh, Procurement Expert	SANKALP, PMU
7	Ms. Anusua Ghosh, Young Professional	SANKALP, PMU
8	Arjun Rampal, BCC Expert	SANKALP, PMU
9	Rajendra Kumar	Thomas Cook India Ltd
10	Goutam Lodh	Thomas Cook India Ltd
11	Supriti Misra	Value 360 Communications Ltd
12	Shruti Bhattacharya	Value 360 Communications Ltd
13	Kunal Kishore	Value 360 Communications Ltd
14	Ajay	Goldmine Advertising
15	Parvesh Kumar	Goldmine Advertising
16	Ramji	Goldmine Advertising
17	Swapnil Kulkarni	Goldmine Advertising
