

## CORRIGENDUM

### CLARIFICATIONS ON QUERIES ON REQUEST FOR PROPOSAL FOR APPOINTMENT OF AN INTEGRATED COMMUNICATION AGENCY VIDE TENDER ID: 2019\_BIS\_456288\_1 AND TENDER REFERENCE NO. PRD/ENGAGEMENT OF ICA/2018-19 DATED 18.03.2019

| S. No. | Paragraph          | Page No. | Clause                               | Description in RFP                                                                                                                    | Clarification Sought                                                                                       | Revised Description                                                                                                                                                                                                                               |
|--------|--------------------|----------|--------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.     | Section 2, Part 1, | 17       | Clause B.5.5,                        | The Agency will also assist in Social Media Management of BIS, if required                                                            | Whether the social media management will be included and what will be the scope of social media management | The Agency will manage social media for BIS. The agency will be required to create static, text, GIF post alongwith video capsules and live coverages for social media handles of BIS including assessment of social media presence and feedback. |
| 2.     | Section 2, Part 1, | 17       | Sl No. 4.3 in Table below Clause B.5 | <b>Description:</b><br>Adaptation of Radio Spot (8X10 Lang)<br><b>Indicative Qty per year:</b> 80                                     | Whether adaptation means production in desired language or dubbing                                         | <b>Description:</b><br>Dubbing of Radio Spot in 10 Languages<br><b>Indicative Qty per year:</b> 8                                                                                                                                                 |
| 3.     | Section 2, Part 1, | 18       | Sl No. 5.4 in Table below Clause B.5 | <b>Description:</b><br>Dubbing of the films (point b) [5X10 languages]<br><b>Indicative Qty per year:</b> 50                          | Whether adaptation means production in desired language or dubbing                                         | <b>Description:</b><br>Dubbing of Radio Spot in 10 Languages<br><b>Indicative Qty per year:</b> 5                                                                                                                                                 |
| 4.     | Section 2, Part 1, | 18       | Sl No. 5.5 in Table below Clause B.5 | <b>Description:</b><br>Dubbing of Videos for TVC (6X10 Lang)<br><b>Indicative Qty per year:</b> 60                                    | Whether adaptation means production in desired language or dubbing                                         | <b>Description:</b><br>Dubbing of Videos for TVC in 10 Languages<br><b>Indicative Qty per year:</b> 6                                                                                                                                             |
| 5.     | Section 2, Part 1, | 18       | Sl No. 7.1 in Table below Clause B.5 | <b>Description:</b> Text, Static and GIF<br><b>Indicative Qty per year:</b> 180                                                       | The agencies expressed that it will be difficult to quote the collective price for text, static and GIF    | <b>Description:</b> 5 second GIF<br><b>Indicative Qty per year:</b> 350                                                                                                                                                                           |
| 6.     | Section 2, Part 1, | 18       | Sl No. 7.2 in Table below Clause B.5 | <b>Description:</b> Facebook LIVE / Periscope / LIVE Twitter Chats/ Q & A/ Google Hangouts/ Webinars                                  | The agencies enquired if live is to be done by phone or through professional setup                         | <b>Description:</b> Facebook LIVE / Periscope / LIVE Twitter Chats/ Q & A/ Google Hangouts with professional camera setups                                                                                                                        |
| 7.     | Section 2, Part 1, | 18       | Sl No. 8.1 in Table below Clause B.5 | <b>Description:</b> Campaigns                                                                                                         | Whether campaigns include execution                                                                        | <b>Description:</b> Campaigns including creatives                                                                                                                                                                                                 |
| 8.     | Section 2, Part 1, | 18       | Sl No. 9.1 in Table below Clause B.5 | <b>Description:</b> Creatives for Aspirational merchandise (over a period of 1 years) like notepads, letterheads, mugs, certificates, | Whether merchandise is to be procured and printed                                                          | <b>Description:</b> Creatives for Aspirational merchandise (over a period of 1 years) like notepads, letterheads, mugs, certificates,                                                                                                             |

|     |                    |    |                                      |                                                                                                                                                 |                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-----|--------------------|----|--------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|     |                    |    |                                      | trophy, pen, pendrives, folders, bags, momentos etc.                                                                                            |                                                                                                                  | trophy, pen, pendrives, folders, bags, momentos etc. and their printing<br><b>Note 3: Merchandise will be procured by BIS. Branding and printing only will be done by the agency.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 9.  | Section 2, Part 1, | 18 | Sl No. 9.2 in Table below Clause B.5 | <b>Description:</b> Designing and printing of e-book (not less than 1000 copies)                                                                | What will be the indicative material specifications for E-Book                                                   | <b>Description:</b> Designing and printing of e-book (not less than 1000 copies) <sup>4</sup><br><b>Note 4: Indicative material specifications. Actual requirements may vary</b><br><b>No of Pages:</b> 200 nos<br><b>Deliverables:</b> Final completed work (Indesign/ CDR/ Pagemaker file/E-Book format) with web compatibility                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 10. | Section 2, Part 1, | 18 | Sl No. 9.3 in Table below Clause B.5 | <b>Description: Booklet (Designing &amp; Printing)- (1000 to 2000 Copies)</b><br>Coffee table<br>Pocket Booklet-<br>Report<br>Calendar<br>Diary | What will be the indicative material specifications for Coffee table, Pocket Booklet, Report, Calendar and Diary | <b>Description: Booklet (Designing &amp; Printing)- (Around 1000 Copies)<sup>4</sup></b><br>Coffee table<br>Pocket Booklet-<br>Report<br>Calendar<br>Diary<br><b>Note 4: Indicative material specifications. actual requirements may vary</b><br><br><b>Coffee table Booklet-</b> Total no. of pages: 100 +- 4<br>Size: 12.50 x 10 inch<br>Cover: Hard Bound: 170 GSM Galgo Fine Paper (Imported Korean) 4 + 4 color fine quality offset printing<br>Finishing: 3 mm imported board, poster with spot UV & Perfect Binding<br>Packing: Art Paper Cover Box<br><br><b>Calendar:</b> Size (approx): 6.25" h x 8.5"w<br>Size of Stand: 6.5" h x 8.5"w hard board with white sheet pasted front & back<br>Paper: 220 gsm imported Art card matt finish<br>Packing: White card board box with polythene |

|     |                    |    |                                      |                                               |                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|-----|--------------------|----|--------------------------------------|-----------------------------------------------|------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|     |                    |    |                                      |                                               |                                                                  | <p>Printing: 4 colour offset in front &amp; B &amp;W at the back<br/> Binding: Wiro<br/> Page: 12+2 (one page a month &amp; cover + list of holidays)</p> <p><b>Diary:</b> Cover Size: 18.5 cms (W) * 24.5 cms (Ht) ( hard bound in 4 colour with gloss/matt lamination on 130 gsm imported art paper)<br/> Cover inside &amp; back inside : 120 gsm super sunshine imported paper with four colour<br/> Inside Paper: 100gsm Super sunshine white approx. 240 pages (120 leaf)<br/> Separator Pages: 12 pages 130 gsm art paper with four colour side printing<br/> Packing: White Card board box with polythene<br/> Printing: Inside pages B &amp; W Offset printing<br/> Binding: Hard Bound</p> <p><b>Pocket Booklet:</b> 12 pages 100 GSM Art paper A6 Size</p> <p><b>Report:</b> 8.5" x 11" (finished) / 252 Text +4 pages cover/ Photocomposing / 4+4 Colour/ 50 photographs/ Outer Cover 230 gsm Galgo IRIS SG White Card with spot UV Lamination / Inner Pages - 105 gsm galgo rendezvous super white papers/ Perfect Binding</p> |
| 11. | Section 2, Part 1, | 18 | Sl No. 9.4 in Table below Clause B.5 | <b>Description: Brochure- (4/6/8/10 Page)</b> | What will be the indicative material specifications for Brochure | <p><b>Description: Brochure- (4/6/8/10 Page)<sup>4</sup></b><br/> <b>Note 4: Indicative material specifications. Actual requirements may vary</b><br/> Size: 42x29.7(Open Size)<br/> Paper: 300 gsm Art paper Matt<br/> 4 Color front back printing<br/> Lamination: Thermal Matt on Front<br/> UV: Spot UV on the necklace on the front cover<br/> Creasing &amp; Folding</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

|     |                    |    |                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-----|--------------------|----|----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11. | Section 2, Part 1, | 19 | SI No. 10.4 in Table below Clause B.5  | <b>Description:</b> Banners (LED and Flex)                                                                                                                                                                                                                                                                                                                                                                                           | The agencies expressed that it will be difficult to quote the collective price for LED and Flex banners. They also enquired about the indicative material specifications for Flex Banners | <b>Description:</b> Flex Banners <sup>4</sup><br><b>Note 4: Indicative material specifications. Actual requirements may vary</b><br>Flex Quality: Starflex                                                                                                                                                                                                                                                                                                                                                                               |
| 12. | Section 2, Part 1, | 19 | SI No. 10.6 in Table below Clause B.5  | <b>Description:</b> LED Backdrops & Flex backdrop                                                                                                                                                                                                                                                                                                                                                                                    | The agencies expressed that it will be difficult to quote the collective price for LED and Flex banners.                                                                                  | <b>Description:</b> LED Backdrops                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 13. | Section 2, Part 1, | 19 | SI No. 10.10 in Table below Clause B.5 | <b>Description:</b> Exhibition Design                                                                                                                                                                                                                                                                                                                                                                                                | The agencies wanted clarification on the requirement of Exhibition Design                                                                                                                 | <b>Description:</b> Exhibition Brand Design                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 14. | Section 2, Part 2, | 21 | Clause 5                               | <b>Eligibility Criteria:</b><br>The bidder shall fulfil all of the following eligibility criteria independently on date of submission of bid. Agencies who do not meet the Minimum Qualification Criteria will not be considered for Technical Evaluation of bid.                                                                                                                                                                    | What will be the methodology for segregation of eligibility criteria among consortium members                                                                                             | The bidder shall fulfil all of the following eligibility criteria independently on date of submission of bid. Agencies who do not meet the Minimum Qualification Criteria will not be considered for Technical Evaluation of bid. <u>In case of consortium, the eligibility criteria should be collectively met by the consortium members. However, the lead partner should meet at least 50% of the turnover and experience criteria. Further, other members should also meet at least 25% of the turnover and experience criteria.</u> |
| 15. | Section 2, Part 2, | 25 | Clause 11, Sub Point 2                 | BIS shall make payment on monthly basis depending upon the execution of work/activities during that particular month. The bills shall be raised in the name of 'Bureau of Indian Standards'. The invoices should be submitted along with complete details of the work undertaken during the month, supporting documents and bills as well as technical certificate for completion of the assignment/activity for which the bills are | Payment methodology for development of communication and brand strategy                                                                                                                   | BIS shall make payment on monthly basis depending upon the execution of work/activities during that particular month. <u>The payment for communication strategy will be spread out evenly during the year.</u> The bills shall be raised in the name of 'Bureau of Indian Standards'. The invoices should be submitted along with complete details of the work undertaken during the month, supporting documents and bills as well as technical                                                                                          |

|     |                    |    |             |                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-----|--------------------|----|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|     |                    |    |             | submitted. A reconciliation sheet pertaining to the bills will be submitted every month. The payments shall be linked to deliverables and shall be released after technical acceptance by BIS. Payments are to be made within 30 days after delivery subject to such technical acceptance                                                    |                                                                                                                                | certificate for completion of the assignment/ activity for which the bills are submitted. A reconciliation sheet pertaining to the bills will be submitted every month. The payments shall be linked to deliverables and shall be released after technical acceptance by BIS. Payments are to be made within 30 days after delivery subject to such technical acceptance.                                                                                                                                                             |
| 16. | Section 2, Part 2, | 27 | Clause 13.2 | Now Incorporated                                                                                                                                                                                                                                                                                                                             | What will be the maximum number of partners in a consortium.                                                                   | The maximum number of partners in consortium shall be three. The eligibility criteria should be collectively met by the consortium members. However, the lead partner should meet at least 50% of the turnover and experience criteria. Further, other members should also meet at least 25% of the turnover and experience criteria.                                                                                                                                                                                                 |
| 17. | Section 4          | 55 | Form 4B     | <b>Second Footnote to Form 4B:</b><br>The Per Unit Total Cost only will be considered for evaluation of financial bid. Based on the requirements of BIS, the actual quantity may vary from the indicative quantity (as given in Part1 of Section 2 of the tender document) and the payment shall be released as per the actual quantity only | It was expressed that it is very difficult to quote per unit price for the merchandise, banners and backdrops as size may vary | The Per Unit Total Cost only will be considered for evaluation of financial bid. <u>The bidders may quote the price per sq ft for flex banners, LED backdrops and counter and kiosks and per sq cm for brochures and on per unit basis for all the remaining items.</u> Based on the requirements of BIS, the actual quantity may vary from the indicative quantity (as given in Part 1 of Section 2 of the tender document after considering above modifications) and the payment shall be released as per the actual quantity only. |