

Amendment no. 1

RFE Ref. No. **No. PMBI/23/01/41/2020-RFE/02**

Date: 7th December, 2021

Subject: Request for empanelment of multi-media advertising agencies which are already empanelled with Bureau of Outreach & Communication (BOC).

Reference: Queries received from the bidders.

Pharmaceuticals & Medical Devices Bureau of India (PMBI) has invited Request for Empanelment (RFE) on 07.12.2021 from the interested agencies for empanelling the multi-media advertising agencies which are already empanelled with Bureau of Outreach & Communication (BOC). Detailed RFE document containing eligibility criteria, selection mechanism and other terms and conditions are available on website of Central Public procurement Portal; www.eprocure.gov.in and PMBI website www.janaushadhi.gov.in.

After considering the suggestions/queries received from the prospective bidders, the clarifications/amendments have been made as per the **Annexure-A**. All other terms and conditions mentioned in RFE document shall remain unchanged.

The following amendment in RFE document is hereby authorized:-

Annexure-A

For:-

Annexure-II

Eligibility criteria and details to be submitted with RFE

Sl. No.	Particulars	Proof required	Page number (to be filled by bidder)
1.	The bidder must furnish an EMD / currently valid certificate of registration with MSME as indicated in the tender document	As indicated in the tender document	
2.	The bidder should accept and comply with the terms and conditions of the tender	Undertaking as per Annexure –III Note: This is also the covering letter for submission of bid	
3.	The bidder should submit its profile	Information to be provided as per Annexure - IV	

4.	The bidder should have a registered office or branch office in Delhi / NCR for at least 1 year preceding the date of opening of bids	Undertaking as per Annexure - V Address of the Delhi / NCR office of bidder on letter head and document(s) evidencing existence of this office / branch office in Delhi / NCR continuously for the last 1 year	
5.	Bidder should have an average annual turnover of at least Rs. 5 crore during the financial years 2018-19, 2019-20 and 2020-21	Certificate from practicing Chartered Accountant as per Annexure – VI Note: Average turnover will be scored as per the evaluation criteria given in Annexure - VIII	
6.	Bidder should have an experience of producing and releasing print ads /radio spots/video spots in Hindi or English for Government organizations during each financial years 2018-19, 2019-20 and 2020-21	Copy of work order in respect of each assignment Note: Experience of producing print ads / radio spots / video spots and in terms of number of years will be scored separately as per the evaluation criteria given in Annexure – VIII . Work orders before and after these three financial years will not be considered.	
7.	Bidder should not have been blacklisted till date by any Central Government or State	Affidavit on Rs 100/- Non-Judicial stamp paper, attested by Notary Public, as per Annexure - VII	
8.	The bidder must furnish INS accreditation	Certificate in respect of full and continuous INS accreditation from last 5 years.	
9.	Bidder should have the experience of working with Prasar Bharati (AIR and DD).	The bidder must furnish the certificate/documents for provisionally registered/registered with Prasar Bharati. Copies of the work orders in respect of work experience with AIR and DD for at least one activity of Rs. 50 lakhs and above with each (AIR and DD).	

Read:-

Annexure-II

Eligibility criteria and details to be submitted with RFE

Sl. No.	Particulars	Proof required	Page number (to be filled by bidder)
1.	The bidder must furnish an EMD / currently valid certificate of registration with MSME as indicated in the tender document	As indicated in the tender document	
2.	The bidder should accept and comply with the terms and conditions of the tender	Undertaking as per Annexure –III Note: This is also the covering letter for submission of bid	
3.	The bidder should submit its profile	Information to be provided as per Annexure - IV	
4.	The bidder should have a registered office or branch office in Delhi / NCR for at least 1 year preceding the date of opening of bids	Undertaking as per Annexure - V Address of the Delhi / NCR office of bidder on letter head and document(s) evidencing existence of this office / branch office in Delhi / NCR continuously for the last 1 year	
5.	Bidder should have an average annual turnover of at least Rs. 5 crore during the assessment years 2018-19, 2019-20 and 2020-21	Certificate from practicing Chartered Accountant as per Annexure – VI Note: Average turnover will be scored as per the evaluation criteria given in Annexure - VIII	
6.	Bidder should have an experience of producing and releasing print ads /radio spots/video spots in Hindi or English for Government organizations during each financial years 2018-19, 2019-20 and 2020-21	Copy of work order in respect of each assignment Note: Experience of producing print ads / radio spots / video spots and in terms of number of years will be scored separately as per the evaluation criteria given in Annexure – VIII . Work orders before and after these three	

		financial years will not be considered.	
7.	Bidder should not have been blacklisted till date by any Central Government or State	Affidavit on Rs 100/- Non-Judicial stamp paper, attested by Notary Public, as per Annexure - VII	
8.	Bidder should have the experience of working with Prasar Bharati (AIR and DD) / Private Radio and TV Channel. Preference will be given to agencies worked with Prasar Bharati (AIR and DD).	The bidder must furnish the certificate/documents for provisionally registered/registered with Prasar Bharati. Copies of the work orders in respect of work experience with AIR and DD / Private Radio and TV Channel.	

For:-

Annexure-VIII

Scoring of Bids in Stage - 1

Sl. No.	Evaluation Criteria	Maximum Score	Bidders Score
1.	<p>Average annual turnover during the financial years 2018-19, 2019-20 and 2020-21</p> <p>A. Up to Rs. 5 crore: 3 marks B. Rs. 5 crore to Rs. 7 crore: 6 marks C. Rs. 7 crore and above: 10 marks</p>	10	
2.	<p>Experience of producing print ads / radio spots / video spots in Hindi or English for Government organizations during the financial years 2018-19, 2019-20 and 2020-21 (Experience in terms of number of assignments)</p> <p><u>A. Print ads</u></p> <p>i. 1 to 5 assignments: 2 marks ii. 6 to 9 assignments: 3 marks iii. More than 9 assignments: 5 marks</p> <p><u>B. Radio spots</u></p> <p>i. 1 to 5 assignments: 2 marks ii. 6 to 9 assignments: 3 marks iii. More than 9 assignments: 5 marks</p>	15	

	<u>C. Video spots</u> i. 1 to 5 assignments: 2 marks ii. 6 to 9 assignments: 3 marks iii. More than 9 assignments: 5 marks		
3.	<p>Experience of producing print ads/radio jingle/TVC in Hindi or English or any other regional language for Government organizations during any of the financial years 2018-19, 2019-20 and 2020-21 (Experience in terms of number of years; experience for any of the years 2018-19, 2019-20 and 2020-21 would be counted based on the date of work order)</p> <p>A. Print ads i. 1 year: 2 marks ii. 2 years: 3 marks iii. 3 years: 5 marks</p> <p>B. Radio spots i. 1 year: 2 marks ii. 2 years: 3 marks iii. 3 years: 5 marks</p> <p>C. Video spots i. 1 year: 2 marks ii. 2 years: 3 marks iii. 3 years: 5 marks</p>	15	
4.	<p>Award won by the agency in the field of creative designing at national level</p> <p>A. 1 Award : 3 marks B. 2 work order: 5 marks C. 3 work order: 10 marks</p>	10	
5.	<p>Single work order for Rs. 1.00 Cr. and above without taxes in last three financial years i.e. 2018-19, 2019-20 and 2020-21</p> <p>A. 1 work order: 2 marks</p>	10	

	B. 2 work order: 4 marks C. 3 work order: 6 marks D. 4 work order: 8 marks E. 5 work order: 10 marks		
Total Score		60	

Minimum score required for bidder to qualify for Stage 2: 45 marks

Scoring of Bids in Stage - 2

Sl. No.	Evaluation Criteria	Maximum Score	Bidders Score
1.	Understanding of PMBJP brief	10	
2.	Multimedia presentation on PMBJP	30	
Total Score		40	

Read:-

Annexure-VIII

Scoring of Bids in Stage - 1

Sl. No.	Evaluation Criteria	Maximum Score	Bidders Score
1.	Average annual turnover during the assessment years 2018-19, 2019-20 and 2020-21 A. Up to Rs. 5 crore: 2 marks B. Rs. 5 crore to Rs. 7 crore: 3 marks C. Rs. 7 crore and above: 5 marks	5	
2.	Experience of producing print ads / radio spots / video spots in Hindi or English for Government organizations during the financial years 2018-19, 2019-20 and 2020-21 (Experience in terms of number of assignments)	20	

	<p><u>A. Print ads</u></p> <p>i. 1 to 5 assignments: 2 marks</p> <p>ii. 6 to 9 assignments: 3 marks</p> <p>iii. More than 9 assignments: 5 marks</p> <p><u>B. Radio spots</u></p> <p>i. 1 to 5 assignments: 2 marks</p> <p>ii. 6 to 9 assignments: 3 marks</p> <p>iii. More than 9 assignments: 5 marks</p> <p><u>C. Video spots</u></p> <p>i. 1 to 5 assignments: 2 marks</p> <p>ii. 6 to 9 assignments: 3 marks</p> <p>iii. More than 9 assignments: 5 marks</p> <p><u>D. OOH</u></p> <p>i. 1 to 5 assignments: 2 marks</p> <p>ii. 6 to 9 assignments: 3 marks</p> <p>iii. More than 9 assignments: 5 marks</p>		
3.	<p>Experience of producing print ads/radio jingle/TVC in Hindi or English or any other regional language for Government organizations during any of the financial years 2018-19, 2019-20 and 2020-21 (Experience in terms of number of years; experience for any of the years 2018-19, 2019-20 and 2020-21 would be counted based on the date of work order)</p> <p><u>A. Print ads</u></p> <p>i. 1 year: 2 marks</p> <p>ii. 2 years: 3 marks</p> <p>iii. 3 years: 5 marks</p> <p><u>B. Radio spots</u></p> <p>i. 1 year: 2 marks</p> <p>ii. 2 years: 3 marks</p> <p>iii. 3 years: 5 marks</p> <p><u>C. Video spots</u></p> <p>i. 1 year: 2 marks</p> <p>ii. 2 years: 3 marks</p> <p>iii. 3 years: 5 marks</p>	20	

	<u>D. OOH</u> i. 1 year: 2 marks ii. 2 years: 3 marks iii. 3 years: 5 marks		
4.	Award won by the agency in the field of creative designing at national level A. 1 Award: 2 marks B. 2 Award: 3 marks C. 3 Award: 5 marks	5	
5.	Certificate in respect of full and continuous INS accreditation from last 5 years.	10	
6.	Single work order for Rs. 1.00 Cr. and above without taxes in last three financial years i.e. 2018-19, 2019-20 and 2020-21 A. 1 work order: 2 marks B. 2 work order: 4 marks C. 3 work order: 6 marks D. 4 work order: 8 marks E. 5 work order: 10 marks	10	
Total Score		70	

Minimum score required for bidder to qualify for Stage 2:

50 marks

Scoring of Bids in Stage - 2

Sl. No.	Evaluation Criteria	Maximum Score	Bidders Score
1.	Understanding of PMBJP brief	10	
2.	Multimedia presentation on PMBJP	20	
Total Score		30	

For:-

RFE Date Sheet

Sl. No.	Event	Date	Time
1.	Publication of RFE	7 th December, 2021	
2.	Last date for submission of RFE	28 th December, 2021	17:00 hrs
3.	Last date for submission of EMD	28 th December, 2021	17:00 hrs
4.	Opening of Bids	31 st December, 2021	11:00 hrs
5.	Presentation by eligible agencies		To be communicated later to eligible bidders

Read:-

RFE Date Sheet

Sl. No.	Event	Date	Time
1.	Publication of RFE	7 th December, 2021	
2.	Last date for submission of RFE	7 th January, 2022	17:00 hrs
3.	Last date for submission of EMD	7 th January, 2022	17:00 hrs
4.	Opening of Bids	10 th January, 2022	11:00 hrs
5.	Presentation by eligible agencies		To be communicated later to eligible bidders

For:-

Annexure-VI

Average Annual Turnover Certificate to be issued by practicing Chartered Accountant on letter head

Subject: RFE for empanelment of multi-media advertising agencies, empanelled with BOC.

This is to certify that the annual turnover of M/s _____
(company/firm name and address) during financial years 2018-19, 2019-20 and 2020-21 is as given below:

Sl. No.	Financial Year	Annual turnover of _____ (company/firm name) (Amount in Rs.)
1.	2018-19	
2.	2019-20	
3.	2020-21	
Average annual turnover during the above 3 years		

(Signature of the Chartered Accountant with seal of the company/firm)

Membership No.

Place:

Date:

Read:-

Annexure-VI

Average Annual Turnover Certificate to be issued by practicing Chartered Accountant on letter head

Subject: RFE for empanelment of multi-media advertising agencies, empanelled with BOC.

This is to certify that the annual turnover of M/s _____
(company/firm name and address) during assessment years 2018-19, 2019-20 and 2020-21 is as given below:

Sl. No.	Assessment Year	Annual turnover of _____ (company/firm name) (Amount in Rs.)
1.	2018-19	
2.	2019-20	

3.	2020-21	
Average annual turnover during the above 3 years		

(Signature of the Chartered Accountant with seal of the company/firm)

Membership No.

Place:

Date: