



Request for Proposal (RFP)

“Selection of Creative Agency for creating awareness through Information, Education and Communication Activities of NHA”

Response to Prebid queries & Corrigendum No. 2

RFP Number: S.12014/77/2021-NHA

Date of Publishing RFP: 07.12.2021

Date of Publishing 2nd Corrigendum: 29.12.2021

National Health Authority (NHA) has decided on queries received from all prospective bidders and response to pre bid queries as below-

Sl No	Page No	Section No	Section Name	Statement as per the RFP Document	Query by Bidder	Response by NHA
1	27	1.2.1. ii	Overall Scope of Work	IA will Write copies for print collaterals, audio & video collaterals, press advertisements, curtain raisers, briefs, Press Releases, Articles for magazines & newspapers, Newsletters, Reports, Testimonials, for various activities/events of NHA. The IEC materials for all the above formats are required to be made in Hindi, English, and other regional languages as per requirement, if any	How many languages can be accounted for? Shall bidder provision for any international language? Shall translation cost be borne by NHA or Bidder?	IA will provision in Hindi, English, and other Indian regional languages as mentioned below. No provision for any international language is required. Translation cost will be borne by bidder. Regional Languages – Bengali, Marathi, Telugu, Tamil, Gujarati, Urdu, Kannada, Malayalam, Punjabi, Assamese, Odiya.
2	33	2.5	Consortium and Subcontracting	Bidding as a consortium is not allowed for implementation of any component under the scope of this project. Sub-contracting for any part is also not allowed.	We request, Sub-Contracting to be permissible as for desired scope of work some external professionals may be required to deliver best of quality, especially for creative to be	Kindly refer corrigendum no 2.

Sl No	Page No	Section No	Section Name	Statement as per the RFP Document	Query by Bidder	Response by NHA
					made in short turnaround time.	
3	48	4.2/ C	Evaluation Criteria/ Bidder's Profile Relevant Experience	-	A portion of Score can be allocated to key resources proposed.	RFP clause regarding scoring will remain unchanged.
4	27	1.2.1 viii	Scope of Work > Overall Scope of Work	The requirement for creatives may at times, be at very short notice. The selected agency is expected to ensure that the deliverable timelines are met both for planned and non-planned/ad-hoc requirements.	While we are willing to around and deliver work on an urgent basis, it should not be to apply penalties mentioned in Sec 5.7 (Pg 54) in such scenarios.	Turnaround time will be mutually agreed on the urgent requirements during the contract period.

Sl No	Page No	Section No	Section Name	Statement as per the RFP Document	Query by Bidder	Response by NHA
5	27	1.2.1 x 1.3. ii	Scope of Work > Overall Scope of Work	<p>Agency will subscribe to an image library service like iStock or Shutterstock (minimum 25 images per month) the cost of which should be included in the rate quoted in the financial bid.</p> <p>The full copyright of all creative and IEC material produced would rest with NHA. This would include full copyright of images used in the creative and IEC material.</p>	<p>Agency agrees to take a subscription of an image bank, but no image bank transfers exclusive copyrights of such images to any party as required by the RFP in: 1.3. ii, pg. 30 5.8.2, pg. 55 Therefore, all images and creatives developed using image banks will need to be exempt from exclusive transfer of perpetual rights.</p>	<p>The NHA will require copyright of the final version of the creative submitted by bidders. Exclusive perpetual right of images from subscribed image libraries are not required. NHA will not be responsible for any copyright violation of the images used by bidders.</p>
6	30	1.3. vii	Important	<p>NHA may ask the Implementing Agency to prepare creatives apart from those mentioned in the detailed scope of work. Additional cost for such work shall not exceed 25% of the total contract value.</p>	<p>The additional cost should be commensurate to the additional scope of work as per agreed rates / pro-rata.</p>	<p>The NHA will accommodate the additional work beyond the scope of work with additional cost up to the 25% of the total contract value. It will be carried</p>

Sl No	Page No	Section No	Section Name	Statement as per the RFP Document	Query by Bidder	Response by NHA
						out as separate work as per agreed rates with the approval of competent authority.
7	47	1	IEC Credentials	The Communication Agency should have handled at least 3 Information, Education and Communication projects for the Central Ministries/ Central PSU/ in each of the said creative account of a client, in any three of the last five financial years (2016-17, 2017-18, 2018-19 and 2019-20, 2020-21) where the value of completed projects should be of INR 50 Lakh or above per annum	Requesting relaxation, the experience requirement to include 'State Governments/State Ministries/State Govt SPVs'	Kindly refer corrigendum no 2.
8	48	4.2.D	Concept & creative submission.	Understanding of the scope of work, work plan and coverage of scope of work – 8 marks	Please clarify how the demonstration of understanding is expected.	NHA will require the understanding of schemes PMJAY and ABDM along with approach proposed for the relevancy with schemes. More details are provided in section 4.2 D of RFP.
9	53	5.6.6	Payment Terms	Advance payments will not be made.	What about payment for any celebrities, influencers, film production, etc which are large	The NHA will accommodate the requirement with additional cost beyond the scope of work up to the

Sl No	Page No	Section No	Section Name	Statement as per the RFP Document	Query by Bidder	Response by NHA
					third-party expenses?	25% of the total contract value, if required.
10	44	4.2	A. Pre-Qualification Criteria	The Bidder should have average annual turnover of ₹75 crores in the last three financial years (Financial years 2018-19, 2019-20 and 2020-21)	Keeping in mind the COVID-19 pandemic, we request you to kindly lower down the turnover from Rs. 75 Crore to 50 crore	Kindly refer corrigendum no 2.
11	44	4.2	A. Pre-Qualification Criteria	The Communication Agency must have been in operation for a minimum of 10 years as on the date of the issue of this RFP	We request you to allow 8 + years' experience companies to participate for better techno-commercial proposal	Kindly refer corrigendum no 2.

Sl No	Page No	Section No	Section Name	Statement as per the RFP Document	Query by Bidder	Response by NHA
12	47	4.2	C. Bidder's Profile Relevant Experience	IEC Credentials: The Communication Agency should have handled at least 3 Information, Education and Communication projects for the Central Ministries/ Central PSU/ in each of the said creative account of a client, in any three of the last five financial years (2016-17, 2017-18, 2018-19 and 2019-20, 2020-21) where the value of completed projects should be of INR 50 Lakh or above per annum	We request you to kindly replace " Information, Education and Communication project " to " Creative account " as mentioned in pre-qualification criteria	Kindly refer corrigendum no 2.
13	47	4.2	C. Bidder's Profile Relevant Experience	IEC Credentials: The Communication Agency should have handled at least 3 Information, Education and Communication projects for the Central Ministries/ Central PSU/ in each of the said creative account of a client, in any three of the last five financial years (2016-17, 2017-18, 2018-19 and 2019-20, 2020-21) where the value of completed projects should be of INR 50 Lakh or above per annum	What do you mean by IEC credentials, and We have handled social media pages for government departments and created creatives for them? Are we allowed to participate	Kindly refer corrigendum no 2.

Sl No	Page No	Section No	Section Name	Statement as per the RFP Document	Query by Bidder	Response by NHA
14	44	4.2	A. Pre-Qualification Criteria	The Bidder should have average annual turnover of ₹75 crores in the last three financial years (Financial years 2018-19, 2019-20 and 2020-21)	Please allow companies with 35 Crore turnover to participate, keeping in mind the covid situation	Kindly refer corrigendum no 2.
15	44	4.2	A. Pre-Qualification Criteria	The Communication Agency must have been in operation for a minimum of 10 years as on the date of the issue of this RFP	Please allow 5 years companies to participate, we have successfully handle big projects of government, and we are keening to participate in this tender too.	Kindly refer corrigendum no 2.
16	44	2	Financial Stability	The Bidder should have a consolidated minimum positive net worth, in the last three FY's 2018-19, 2019-20 and 2020-21	As our 2020-2021 Balance Sheet is not audited yet, can we submit last 3 audited balance sheets. Please confirm.	NHA will consider provisional balance sheet by authorised signatory
17	44	5	Financial stability	The Communication Agency must have been in operation for a minimum of 10 years as on the date of the issue of this RFP.	We don't have any company secretary, please confirm our CFO or MD can sign to certify.	Date of incorporation will be considered as per incorporation certificate.

Sl No	Page No	Section No	Section Name	Statement as per the RFP Document	Query by Bidder	Response by NHA
18	48	2	Number of Creative Designers on payroll	Up to 35 personnel, 5 marks Between 35-50 personnel, 10 marks Between 50-75 personnel, 12 marks Above 75 personnel, 15 marks	It's a request, kindly reduce the numbers for full marks as 75 personnel in creative is too high, please consider the request.	RFP clause will remain unchanged.
19	47	4.2	C. Bidder's Profile Relevant Experience	IEC Credentials: The Communication Agency should have handled at least 3 Information, Education and Communication projects for the Central Ministries/ Central PSU/ in each of the said creative account of a client, in any three of the last five financial years (2016-17, 2017-18, 2018-19 and 2019-20, 2020-21) where the value of completed projects should be of INR 50 Lakh or above per annum	What do you mean by IEC credentials, and We have handled social media pages for government departments and created creatives for them? Are we allowed to participate	Kindly refer corrigendum no 2.
20	44	4.2	A. Pre-Qualification Criteria	The Bidder should have average annual turnover of ₹75 crores in the last three financial years (Financial years 2018-19, 2019-20 and 2020-21)	Please allow companies with 35 Crore turnover to participate, keeping in mind the covid situation	Kindly refer corrigendum no 2.

Sl No	Page No	Section No	Section Name	Statement as per the RFP Document	Query by Bidder	Response by NHA
21	44	4.2	A. Pre-Qualification Criteria	The Communication Agency must have been in operation for a minimum of 10 years as on the date of the issue of this RFP	Please allow 5 years companies to participate, we have successfully handle big projects of government, and we are keening to participate in this tender too.	Kindly refer corrigendum no 2.
22	44	6	Pre-Qualification Criteria	The Communication Agency should have handled at least 3 creative accounts of clients in any sector, with revenue of average INR 50 Lakhs in each of the said creative account, in any three of the last five financial years (2016- 17, 2017-18, 2018-19 and 2019-20, 2020-21).	Considering the last two years were not much productive due to COVID-19, can the financial years be revised with last 6 or 7 years	Kindly refer corrigendum no 2.
23	77, 91, 70		Master Service Agreement, Non-Disclosure Agreement, Performance Bank Guarantee	Annexure VII, VII & V	Do we need to submit, Master Service Agreement, Non-Disclosure Agreement, Performance Bank Guarantee at this stage? Or we need to submit them all, after selection.	The bidder will be submitting the bid security declaration & integrity pact with technical bid. Rest all will be required before contract signing.

Sl No	Page No	Section No	Section Name	Statement as per the RFP Document	Query by Bidder	Response by NHA
24	44	4.2	A. Pre-Qualification Criteria	The Bidder should have average annual turnover of ₹75 crores in the last three financial years (Financial years 2018-19, 2019-20 and 2020-21)	We request that this criterion be relaxed to average annual turnover of 5 crores in the last three financial years	Kindly refer corrigendum no 2.

Corrigendum No 2:

Sl No	Page No	Section No	Section Name	Clause	Revised Clause
1	33	2.5	Consortium and Subcontracting	Bidding as a consortium is not allowed for implementation of any component under the scope of this project. Sub-contracting for any part is also not allowed.	Bidding as a consortium is not allowed for implementation of any component under the scope of this project.

2	47	4.2	B. Technical Evaluation Criteria	<p>The Communication Agency should have handled at least 3 Information, Education and Communication projects for the Central Ministries/ Central PSU/ in each of the said creative account of a client, in any three of the last five financial years (2016-17, 2017-18, 2018-19 and 2019-20, 2020-21) where the value of completed projects should be of INR 50 Lakh or above per annum</p> <p>Marks (subject to a maximum of 3 citations) –</p> <p>a. 5 marks for each citation of project value over Rs 1.5 cr</p> <p>b. 4 marks for each citation of project value between Rs.1.49 cr to 1 cr</p> <p>c. 3 marks for each citation of project value between Rs.75 Lakhs to Rs.99.9 Lakhs</p> <p>d. 2 mark for each citation of project value between Rs.50 Lakhs to Rs.74.9 Lakhs</p>	<p>The Communication Agency should have handled at least 3 Information, Education and Communication projects for the Central Ministries/ Central PSU/State Governments/State Ministries/State Govt / State government departments in each of the said creative account of a client, in any three of the following financial years (2016-17, 2017-18, 2018-19 and 2019-20, 2020-21, 2021-22) where the value of completed projects should be of INR 25 Lakh or above per annum.</p> <p>Marks (subject to a maximum of 3 citations) –</p> <p>a. 5 marks for each citation of project value over Rs 1.5 cr</p> <p>b. 4 marks for each citation of project value between Rs.1.49 cr to 1 cr</p> <p>c. 3 marks for each citation of project value between Rs.50 Lakhs to Rs.99.99 Lakhs.</p> <p>d. 2 mark for each citation of project value between Rs.25 Lakhs to Rs.49.99 Lakhs.</p>
---	----	-----	----------------------------------	--	--

3	44	4.2	A. Pre- Qualification Criteria	The Bidder should have average annual turnover of ₹75 crores in the last three financial years (Financial years 2018-19, 2019-20 and 2020-21)	The Bidder should have average annual turnover of ₹50 crores in the last three financial years (Financial years 2018-19, 2019-20 and 2020-21)
4	44	4.2	A. Pre- Qualification Criteria	The Communication Agency should have handled at least 3 creative accounts of clients in any sector, with revenue of average INR 50 Lakhs in each of the said creative account, in any three of the last five financial years (2016-17, 2017-18, 2018-19 and 2019-20, 2020-21).	The Communication Agency should have handled at least 3 creative accounts of clients in any sector, with revenue of average INR 25 Lakhs in each of the said creative account, in any three of the following financial years (2016-17, 2017-18, 2018-19 and 2019-20, 2020-21, 2021-22).
5	44	4.2	A. Pre- Qualification Criteria	The Communication Agency must have been in operation for a minimum of 10 years as on the date of the issue of this RFP	The Communication Agency must have been in operation for a minimum of 8 years as on the date of the issue of this RFP
6	45	4.2	A. Pre- Qualification Criteria	The Communication Agency should have strong Government Sector Credentials. The bidder should have handled minimum 3 campaigns for government scheme (Central Ministries/Central PSUs) in the last five financial years (2016-17, 2017-18, 2018-19 and 2019-20, 2020-21).	The Communication Agency should have strong Government Sector Credentials. The bidder should have handled minimum 3 campaigns for government scheme (Central Ministries/ Central PSU/State Governments/State Ministries/State Govt / State government departments) in the following financial years (2016-17, 2017-18, 2018-19 and 2019-20, 2020-21, 2021-22).