

Proceedings of the Pre-Bid Meeting held on 06.04.2022 on the Expression of Interest (Eoi) published for selection of Agency for establishing 'Communication Cell' in the ST & SC Dev, Minorities & Backward Classes Welfare Deptt.

1. The Meeting was held on 06.04.2022 at 4:00pm under the Chairmanship of Director, SC Welfare, ST & SC Dev Deptt. Smt Itishree Das, OAS(SAG), General Manager, OSFDC & Shri Sujit Mukherjee, Special Officer (Statistics), also participated in the meeting.
2. The representatives of two Media Agencies i.e. KPMG, & Young Media & Entertainment P(Ltd) attended the Pre-Bid meeting and sought clarifications on the Eoi as per details given below:

Sl No.	Name of the Agency	Nature of the Queries	Tentative clarification given on behalf of the Deptt
(1)	(2)	(3)	(4)
(i)	<u>KPMG</u>	Request for extending the last date of Bid-Submission to further one week	Since the last date of Bid closing has already been finalised in the Eoi document and further no addition or alteration of any of the Clauses have been made, extension of Bid closing date is not considered
(ii)		No mention regarding the payment terms for the overall engagement and payment cycle for the engagement & frequency i.e. whether monthly or quarterly Billing cycle.	The Payment terms will be decided following selection of the Agency considering the overall frequency and approximate volume of work.
(iii)		Suggestion for adoption of Quality Cost Based Selection (QCBS) methodology in place of Least Cost Selection (LCS) methodology	General Manager, OSFDC clarified that the LCS has been adopted for the Eoi in accordance with the guidelines issued by the Finance Deptt, Govt. of Odisha. Hence, the suggestion is not considered
(i)	Young Media & Entertainment Pvt Ltd	Clarification on the location & nature of work since this has not been stated specifically in the Eoi document	Shri Sujit Mukherjee, Special Officer (Statistics) explained in greater detail about the location & nature of work including the annual calendar of fixed events as well as the regular updates to be highlighted through the Communication Cell and designing of an optimum media plan having the right mix of print, Audio-Visual (AV) & Social Media management for an omni-channel presence of the Deptt in the media space and appropriate citizen engagement including addressing citizen grievances.

(ii)	Request for providing the number and details of the fixed events of the Deptt on an annualised basis for a realistic assessment of the volume of work in order to quote their price in the financial bid section	Director SC stated that apart from the major events, several other individual events can also find inclusion based on the overall policy of the State Govt of which this Deptt is a part. Being a variable, it might change on a year-on-year basis in keeping with the priorities of the Govt. However, Bidders can always visit the Deptt portal at www.stsc.odisha.gov.in & especially the link containing the 'Annual Report' of the current year for getting a fair understanding of the major Calendar of Events.
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The Meeting concluded with a Vote of Thanks to the Chair & the representatives of the Agencies.

Sd/-

Director SC Welfare

ST & SC Dev. and Minorities &
Backward Classes Welfare Deptt