



GOVERNMENT OF ASSAM

GOVERNMENT OF ASSAM
ASSAM STATE RURAL LIVELIHOODS MISSION SOCIETY.

PANCHAYAT AND RURAL DEVELOPMENT DEPARTMENT

SIVA NATH GOGOI PATH, NABAJYOTI NAGAR, PANJABARI, GUWAHATI, ASSAM-781037

Landline: 0361-2330542 Email: asrlms.india@gmail.com website: www.asrlms.in

No: ASRLMS/KMC/711/2016-17/19

Dated:-13/04/2017

Subject: - Queries and clarifications raised during Pre-Bid Meeting for Request for Proposal for Hiring an Agency for Developing & Executing 360* Publicity Strategy for Programs implemented by ASRLMS held on 13th April 2017 at 11:00 AM in the Office Chamber of State Mission Director, ASRLMS, Panjabari, Guwahati-37.

RFP No: ASRLMS/KMC/711/2016-17/10 Dated: 28-03-2017.

SI No	Reference	Point as per RFP Document	Clarification Sought by Bidders.	Clarification Given by ASRLMS
1	Page No 3, Request for Proposal Terminology	The Authority means the "Assam State Disaster Management Authority"	The Bidders suggested for correcting the typographical error of "Assam State Disaster Management Authority"	Necessary correction made in the RFP document, as The Authority means "Assam State Rural Livelihoods Mission Society".
2	Page No 1, RFP should be submitted online in the portal http://assamtenders.gov.in	The RFP should be submitted online in the portal.	The bidder asked whether hard copy of Technical Bid to be submitted along with online submission.	It was clarified that no hard copy of RFP will be received by ASRLMS. The Bidders should submit both Technical & Financial Bid online in Assam Govt Portal. http://assamtenders.gov.in
3	Page No 3, Terms of Reference.	Scope of Work: Design develop & print posters, leaflets, brochures, booklets & other IEC materials, if	The bidders asked about the quantity of units to be printed as per details mentioned in the	It was clarified that, Cost of printing per 1000 Nos may be cited in the Financial Bid.

N. K. Gogoi
18.4.17.

		required under the proposed strategy.	Scope of work.	
4	Page No 3, Terms of Reference.	Develop Visual & Audio Promotional Ad (Radio jingles, Quicky etc) with specific focus on SHGs & Skill Development program of DDU-GKY.	The Bidders asked about the time limit of Visual & Audio Promotional Ad (Radio jingles, Quicky etc).	It was clarified that, the time limit for Visual & Audio Promotional Ad (Radio jingles, Quicky etc).to be developed will be of range from 40-60 seconds.
6	Page No 3, Terms of Reference.	Develop Visual & Audio Promotional Ad (Radio jingles, Quicky etc) with specific focus on SHGs & Skill Development program of DDU-GKY.	The Bidders asked about process of the execution of the Audio, Visual Content to be developed by Agency.	It was clarified that, the Agency will only develop the content and execution of the content will be taken care of by ASRLMS.
7	Page No 3, Terms of Reference.	Design and developing content for outdoor publicity (Hoardings/Bill Board/Acrylic Board/Vinyl Board etc).	The Bidders asked about including the cost of installation of (Hoardings/Bill Board/Acrylic Board/Vinyl Board etc) in the Financial Bid.	It was clarified that, the Agency will only develop the content of Ad and execution part will be taken care of by ASRLMS.
8	Page No 9, Evaluation of Technical Bids.	Evaluation of Technical Bids.	The Bidders asked about the process of Evaluation of RFP.	It was clarified that, the evaluation of bids will be as per details mentioned in Point No 8, Evaluation of Proposals with Presentation on entire Technical Proposal by bidders who are technically qualified in Phase II.

10/4/17
18-4-17

List of Participants from Bidders:-

1. Exclusive Advertising, GNB Road, Panbazar, Guwahati-1
2. Insight Brandcom (P) Ltd, Royale Arcade, B Barooah Road, Guwahati.
3. Shivam Entertainment, Zoo Road Tiniali, Guwahati-24.
4. Impact Graphics, Bamunimaidam, Industrial Estate, Guwahati.
5. Ra-Film Studio, Juripar, Panjabari, Guwahati-37.
6. Prodigy Communications & Marketing Pvt Ltd, Ulubari, Guwahati.
7. Omega Advertising Agency, G.S Road, Six Mile, Guwahati-22.
8. Sarma Art Cottage, Kahilipara, Guwahati-19.

Name of Officials of SMMU:-

1. Nandita Hazarika, ACS, State Mission Director, ASRLMS.
2. Madhurjya Das, Project Manager-Finance & procurement, ASRLMS.
3. Monalisha Hazarika, Project Manager-Social Development & Knowledge Management Communication, ASRLMS.