

**MINUTES OF THE PRE-BID MEETING FOR “Service of Public Relations Agency for IIT Madras” ON 25.09.2023 AT 04.00 PM THROUGH GOOGLE MEET**

**Tender No: IITM/SPS/PR Agency/012/2023-24 Date: 20.09.2023**

Tender was floated on 20.09.2023 for “**Service of Public Relations Agency for IIT Madras**” in CPP Portal (e-procurement & e-publishing). As per the tender schedule, the pre-bid meeting was held on 25.09.2023 (MONDAY) at 4:00 PM through Google Meet.

The following representative of 8 firms have participated in the pre-bid meeting.

1. Ms. Ipshita Saha, **M/s. Gutenberg**
2. Mr. Anupam Kumar & Mr. Manish Tripathi, **M/s. SRV Media Tender Team**
3. Mr. Sahaya Jenith, **M/s. Concept Public Relations India Limited**
4. Mr. Mahadevan, **M/s. Dentsu Creative PR team**
5. Ms. Hema Mungekar, **M/s. Veritas Reputation PR**
6. Ms. Bhavani Veeravalli, **M/s. Footprint Global Communications**
7. Mr. Harsiman Singh, **M/s. Adfactors PR**
8. Mr. Niladri S. Gangopadhyay, **M/s. Cygnus Advertising India Pvt Ltd.**

During the pre-bid meeting, the Committee members discussed and clarified the queries raised by the prospective bidders through email are tabulated below:

<b>Name of the firm</b>	<b>Queries</b>	<b>Committee response</b>
<b>M/s. Streetlight Media</b>	Do you have any turnover relaxation to registered MSME?	Turnover relaxation is applicable only for Micro and Small Enterprises.
	According to Rule 170 of GFR, there is an EMD exemption on tenders for MSME business. According to the rule, there is no Earnest money deposit which is a kind of security deposit. In other words, the Earnest money deposit is free of cost for MSMEs in the tender. Hence is EMD exempted for registered MSME?	EMD exemption is applicable only for Micro and Small Enterprises.
	Minimum 5 years' experience in the field of public relation services and preferably with one top educational institution client in India. Is five years of experience having an education client mandatory to participate?	The Committee referred the tender condition of S. No 16 under clause 4 at page No 6 of 26 and clarified that minimum 5 years' experience in the field of public relation services and preferably with one top educational institution client in India
	What are the parameters you are going to use for selection of the agency?	Committee clarified that selection of agency as per the tender conditions 18 & 19 at page No. 7 & 8 of 26.
<b>M/s. Gutenberg</b>	I understand that 40% of coverage needs to come from the vernaculars. Could you please specify the states and languages that we need to cover on an ongoing basis? What will be the news drivers for them?	The Committee referred the Scope of Work under clause Xii at page 12 of 26 and clarified that the agency must secure 40% of total coverage in vernacular (Hindi, Tamil, Telugu, Bengali etc.) media.
	Is it mandatory to include the two Chennai-based resources right from the pitching phase, or is there flexibility for agencies without a local presence to bring them on board after the contract is awarded?	The Committee referred the Scope of Work under clause E at page No 12 of 26 and clarified that atleast 2 on-site resource persons with atleast one of them having more than 8 years of experience should be placed on campus as an exclusive resources for IIT Madras from the agency. As mentioned under point no. 18 of pg 7, the profiles of the

		resource personnel need to be furnished in the Tender document.
	Could you please elaborate on the anticipated bid amount and the terms of payment?	Committee clarified that Payment will be made only after satisfactory completion of work on monthly basis as per the terms and conditions of the contract.
	Which countries are of interest for our international media coverage efforts? Do you require public relations services in these target countries on a consistent, retainer basis, or only for specific projects or announcements?	The Committee referred the Scope of Work under page no. 12 and clause XX at page No 13 of 26 US, Canada, eastern Europe, middle-east and Africa and SAARC countries in the local languages as well as in English.  The outreach needs to be project based.
<b>M/s. SRV Media Tender Team</b>	Is it mandatory to submit the presentation along with technical bid?	The Committee referred the terms and condition of S.No 18 under stage-II of parameter table –I at page No 7 of 26 and clarified that documentation for parameter Table –I shall be submitted along with technical bid and stage-II of parameter under table –II bidders who have fully complied with Pre-qualification Criteria and Technical Specification of Table I will be called for a detailed presentation.
<b>M/s. Concept Public Relations India Limited</b>	Do we need to submit a presentation as per <b>Parameter TABLE – I</b> along with bid submission?	The Committee referred the terms and condition of S.No 18 under stage-II of parameter table –I at page No 7 of 26 and clarified that documentation for parameter Table –I shall be submitted along with technical bid and stage-II of parameter under table –II bidders who have fully complied with Pre-qualification Criteria and Technical Specification of Table I will be called for a detailed presentation.
<b>M/s. Footprint Global Communications</b>	Is the budget includes for International events?	No, there will be a separate budget for undertaking international media outreach
	Clarifications on travel expense and reimbursement	Regular visits for review meetings, workshops etc. as included in the scope of work will not be paid by the Institute but for travel undertaken for any special requirement, the expenses will be borne by the Institute, based on prior approval.
	Resources people's location on two place?	The Committee referred the Scope of Work under clause Xii at page No 12 of 26 and clarified that "Atleast 2 on-site resource persons with atleast one of them having more than 8 years of experience should be placed <b>on campus</b> as exclusive resources for IIT Madras from the agency".
<b>M/s. CYGNUS ADVERTISING (INDIA) PVT. LTD</b>	Is EMD exempted for Micro and small enterprises?	EMD exemption is applicable for only Micro and Small Enterprises.
<b>M/s. Adfactors PR</b>	Is EMD exempted for Micro and small enterprises?	EMD exemption is applicable for only Micro and Small Enterprises.

	Is it mandatory to include the two Chennai-based resources.	The Committee referred the Scope of Work under clause Xii at page No 12 of 26 and clarified that "Atleast 2 on-site resource persons with atleast one of them having more than 8 years of experience should be placed <b>on campus</b> as exclusive resources for IIT Madras from the agency".
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In view of the above, Corrigendum does not arise and recommended to publish the above clarifications in CPP Portal.

**Sd/-**  
**Assistant Registrar (S&P)**