

Minutes of Pre-Proposal Conference for Hiring of Communications Agency for Communications Strategy and Plan Development, Mass-, Outdoor- and Digital- Media Campaign and Public Relations for Meghalaya Community Led Landscapes Management Project under MBMA

Place: Shillong

Date: 4th January, 2020

Participants from MBMA and other agencies:

- 1) Wankit Kupar Swer, AGM, MBMA
- 2) Ibanri B. Jyrwa, Manager-MBMA
- 3) Mamta Rai, Asst. Manager-MBMA
- 4) Binod Kumar Sarma, General Manager, Pradip Advertising & Co . Guwahati - Consultant

Various queries submitted in written and raised by the agencies during the pre-proposal conference held on **4th January**, 2020 and clarifications with regard to RFP for Hiring of Communications Agency for Communications Strategy and Plan Development, Mass-, Outdoor- and Digital-Media Campaign and Public Relations for Meghalaya Community Led Landscapes Management Project under MBMA are as follows:

S. No	RFP Document Reference(s) Section	Content of RFP requiring Clarification(s)	Points of clarification	MBMA Response
1	Section 2. Instructions to Consultants E. Data Sheet- 2.4	The Client will provide the following inputs, project data, reports, etc. to facilitate the preparation of the Proposals: <i>project Implementation Plan or any other relevant information and reports to assist the shortlisting consultants.</i>	Kindly provide us the relevant documents that may help us in formulating the proposal.	Project Implementation Plan is attached with the minutes for reference.

S. No	RFP Document Reference(s) Section	Content of RFP requiring Clarification(s)	Points of clarification	MBMA Response
2	Section 2. Instructions to Consultants E. Data Sheet- 10.2	Statement of Undertaking is required: Yes	The RFP does not include any specific format for the Statement of Undertaking. Please confirm if we have to incorporate the content specified in ITC point 10.2, on page 13 of the RFP.	Please refer to para (f) of Tech – 1 form in the Tech forms of the RFP. There is no separate statement of undertaking required from the consultants.
3	Section 2. Instructions to Consultants E. Data Sheet- 17.4	The Consultant must submit: (a) Technical Proposal: one (1) original and 2 copies; and soft copy in USB drive	Kindly advise if the soft copy has to be in MS- Word or PDF format. If PDF is required, does it need to be simple pdf file of the technical proposal or the scanned version of the signed copy.	Consultant may submit a word or a simple pdf file. A scanned signed copy is not a requirement. Since for all purposes Original Technical Proposal duly signed and scanned will prevail.
4	Section 2. Instructions to Consultants E. Data Sheet- 17.7 & 17.9	The Proposals must be submitted no later than: Date: January 21, 2020	This is an assignment with substantial scope. While considering the time required for preparation of a robust response to the RFP, we would like to request you to extend the submission date by at least 7 days to enable us to prepare a competitive and technically-responsive proposal.	Addendum is released: Last Date for submitting the proposals has been extended upto 27 th January, 2020 by 3:00 PM
5	Section 2. Instructions to Consultants E. Data Sheet- 21.1	i) Specific experience of the Consultant (as a firm) relevant to the Assignment: [10]	Please specify the break-up of marking per project in order to understand the total number of projects to be provided in this section.	Please provide relevant assignment that mostly match the requirements of this assignment. No specific project numbers are sought.

S. No	RFP Document Reference(s) Section	Content of RFP requiring Clarification(s)	Points of clarification	MBMA Response
6	Section 2. Instructions to Consultants E. Data Sheet- 21.1	<p>(iii) Key Experts' qualifications and competence for the Assignment: [50]</p> <p>The number of points to be assigned to each of the above positions shall be determined considering the following three sub-criteria and relevant percentage weights:</p> <p>2) Adequacy for the assignment (relevant education, training, experience in the sector/ similar assignments)- 80%</p>	<p>80% of marks is allotted to this criterion. Please inform us the break-up of marking per project in order to understand the total number of projects that can fetch us full marks in this category.</p> <p>We understand that 'experience in the sector/similar assignments' means experience in IEC/ communication programs in any sector. Please confirm.</p>	<p>Clause 21.1 mentions points for each key experts (K1 to K 5) and how will they be evaluated on different criteria. no marking is done based on the number of projects any expert has undertaken. No change.</p> <p>Your understanding is right on IEC, however, preference is for the work undertaken in Natural Resource Management or similar areas which are more relevant to the assignment.</p>
7	Section 2. Instructions to Consultants E. Data Sheet- 21.1	<p>(iii) Key Experts' qualifications and competence for the Assignment: [50]</p> <p>The number of points to be assigned to each of the above positions shall be determined considering the following three sub-criteria and relevant percentage weights:</p> <p>3) Working in the region - North Eastern part of India, knowledge</p>	<p>We request you to consider experts who have regional experience but may not have knowledge of local language. We feel this criterion is a bit restrictive in its present form.</p>	<p>An expert having a local or regional knowledge is always preferable, however, it is left on the firm to chose the candidates and propose accordingly.</p>

S. No	RFP Document Reference(s) Section	Content of RFP requiring Clarification(s)	Points of clarification	MBMA Response
		of local language etc-10%		
8	Section 2. Instructions to Consultants E. Data Sheet- 32.1	The successful Consultant shall submit the Beneficial Ownership Disclosure Form.	Kindly explain about this Beneficial Ownership Disclosure Form.	RFP has a form attached to it in the last section called as Beneficial Ownership Disclosure Form, which only needs to be filled by the successful applicant. The form is quite simple and self-explanatory; to provide information on directors and partners of the firm along with their percentage shares.
9	Section 3. Technical Proposal – Standard Forms	<u>Power of Attorney</u> No pre-set format/form	Please specify if the Power of Attorney has to be provided on the Consultant’s official letterhead, or if it should be notarized on non-judicial stamp paper (please also clarify the value of the stamp paper required)	Power of Attorney in Original needs to be on the official letterhead of the consultant (there is no set format for it). The decision to get it notarized is left on the consultant.
10	Form TECH-2 B- Consultant’s Experience	List only previous similar assignments successfully completed in the last three (3) years	Kindly also consider relevant projects which are ongoing and have accomplished the scope substantially. We would also like to request you to not restrict it to the last 3 years but consider projects done in the last 5-10 years so that all relevant experience can be claimed by the Consultant.	Ongoing assignments with 70% percent completion may be considered and a consultant may submit details of projects in last five years.

S. No	RFP Document Reference(s) Section	Content of RFP requiring Clarification(s)	Points of clarification	MBMA Response
11	Form TECH-6 Curriculum Vitae		We request you to allow using scanned/ digital signature of proposed experts, in case the expert is not physically available to sign his CV.	the same may be accepted if countersigned in original by the authorized representative of the consultant.
12	Section 7- Terms of Reference: 5	Unit costs proposed for the following items will be used for arriving at any additional contract variations for finally agreed products	<p>Please clarify if the bidders have to quote the unit rates for the communication materials outlined in the table at Page 62 of the RFP in the Form Fin 4 of the financial proposal.</p> <p>Kindly clarify at which stage the cost against creative outputs will be reimbursed to the Consultant.</p>	<p>Yes.</p> <p>Only in case when the numbers mentioned in the ToR for these activities are consumed and extra activities of the similar nature required, these unit rates be taken into consideration to calculate the extra reimbursable cost as and when required.</p>
13	Section 7- Terms of Reference: 6 The timeline on the deliverables		We feel an additional deliverable of Inception report should be incorporated in the list with timeline of 2 weeks.	Already included under “Task 1” with 10% payment against the deliverable.

S. No	RFP Document Reference(s) Section	Content of RFP requiring Clarification(s)	Points of clarification	MBMA Response
14	Section 7- Terms of Reference: 6 The timeline on the deliverables	Submission and Acceptance of Communications needs assessment and presentation of findings: 6 weeks	<p>The deliverable comprises of tasks such as on ground data collection, prevailing scenario analysis which generally takes time. As such, the time period of 6 weeks may be modified to 10 weeks. This is also because the region comprises of mixed native tribes and a communication pattern may be needed to be established.</p> <p>We request to revise the payment against this deliverable to 20%. This request is made considering that considerable investment will be required during the field level exercise for this stage.</p>	<p>The description of Task 1 under (4) Scope of Services specifies the development of Communication Strategy based on formative research/ rapid communications need assessment. The time constraints cannot be relaxed as the assignment is required to be completed within a specific time frame so that it will be useful to the project overall.</p> <p>consultants are requested to develop their strategies and approaches to implement this assignment around the given time constrains.</p>
15	Section 7- Terms of Reference: 6 The timeline on the deliverables		The timeline for communication strategy, RAP and product designs seems very tight. Request you to kindly extend it to some extent.	<p>The communication strategy and RAP are given 4 weeks (week 6 to week 10) for development with an additional 2 weeks for tweaking and finalizing the RAP.</p> <p>As per (6)“Timeline on the Deliverables” the product design will start from week 12 and will be submitted for acceptance in 2 phases,</p>

S. No	RFP Document Reference(s) Section	Content of RFP requiring Clarification(s)	Points of clarification	MBMA Response
				at week 18 and week 20 respectively. This gives a total of 8 weeks for development and design of various products.
16	Section 7- Terms of Reference: 6 The timeline on the deliverables		The summed up payment percentage including all stages comes to be 90 %. Please clarify.	“ Task 1 ” in (6) “ Timeline on the Deliverables ” table which is “ Submission and Acceptance of Inception Report ” which accounts for 10% of total payment
17	Section 7- Terms of Reference: 10 Required Key Personnel	<p>K – 1 Team Leader – Strategic Communication Specialist and Single-Point Client Contact</p> <p>Post-graduate degree/ diploma in journalism/ communication with 10 years“ work experience as team leader in preparing and implementing national-level strategic and social communications campaigns that</p> <p>media handling capacity.</p>	<p>Request you to consider overall 10 years experience and specific 5 years experience as a Team Leader.</p> <p>We request you to not keep national level campaigns as a mandatory criterion. Even experiences at state/district/city level should also be considered.</p> <p>The Team Leader shall be the single point client contact (as cited in the RFP) whereas the anticipated person week combining for two tasks is only 7 person weeks. The project tenure is stated to be 12 months. Moreover, 7 Person weeks for a Team Leader assigned with a project of 12 months duration is not justified. The client is</p>	<p>No change.</p> <p>The time effort is estimated, consultants are to propose the time requirements based on their technical approach and methodology and suitably put the costs under the financial proposal.</p>

S. No	RFP Document Reference(s) Section	Content of RFP requiring Clarification(s)	Points of clarification	MBMA Response
			requested to clarify the same and it is requested that the expert is kept on board for the entire project duration in order to ensure successful project delivery.	
18	Section 7- Terms of Reference: 10 Required Key Personnel	K – 2 Creative Team Head K – 3 Creative Team (copywriter and art director)	Please specify the required qualification for these two positions.	K-2: Postgraduate/Diploma in communications/ marketing/ graphic design K-3: Postgraduate/Diploma in visual communications/ advertising/ graphic design
19	Section 7- Terms of Reference: 10 Required Key Personnel	K – 2 Creative Team Head	The expert will be required to provide inputs for most of the cited deliverables as provided in table under 6 of the RFP. The deliverable table indicates activities requiring the experts input upto atleast T + 32 weeks. As such 9 person week for the expert may not be sufficient. The client is requested to confirm the same.	K-2 Creative team head will be most engaged in the development of creatives under Task Two from week 12 to week 20 and for strategic input on the Communication Strategy and RAP under Task 1. Also refer to point 17 for more clarification.
20	Section 7- Terms of Reference: 10 Required Key Personnel	K – 4 One Stakeholder Specialist	Considering our previous experience, the person week for the expert is requested to be modified as- Atleast 8 person weeks for task 1	K-4 Stakeholder Specialists who is expected to be already well versed with the local socio-cultural context would be involved in reviewing approaches and tools for conducting

S. No	RFP Document Reference(s) Section	Content of RFP requiring Clarification(s)	Points of clarification	MBMA Response
			Atleast 4 person weeks for task 2	<p>surveys/assessments and in providing strategic inputs to the Communication Strategy and RAP to ensure local context is taken into account.</p> <p>Task two is only for initial handholding of MBMA project team and finalization of creatives.</p>
21	General		For this particular project what is the territorial spread that you are looking at in The State of Meghalaya example , Jaintia hills/ east khasi hills/ West Khasi hills etc etc.	The assignment is for development of communication strategy, rapid action plan and material to cover the entire state of Meghalaya.
22	General		Scope of branding in terms of outdoor media that you are looking at ex- hoardings, both rentals and installations, surrogate branding, rural communications strategy and whether you are looking at digital campaigns in local languages.	<p>The scope of branding will largely depend on the outcome of the rapid communications assessment which will determine the choice of approach and platforms to be used. However, for the purpose of preparation of a proposal by bidders, tentative scope is given in “Scope of Services”, (b) Task 2, and at Section 5 of the ToR.</p> <p>With regards to the language, the</p>

S. No	RFP Document Reference(s) Section	Content of RFP requiring Clarification(s)	Points of clarification	MBMA Response
				<p>campaign will be required to use the local languages based on the target audience of the campaign. In other words, the campaign will have to deploy a mix of local languages (Khasi, Pnar, Garo) and English language to ensure the messages are clearly communicated and understood by all stakeholders of the CLLMP project.</p>
23	General		<p>Are we also looking at both ATL and BTL activities in the true sense.</p>	<p>Yes.</p> <p>ATL activities will focus mostly on creating visibility for the project at state, region and even national level.</p> <p>BTL activities will be aimed at the local communities (Project beneficiaries) of the state across all villages, and on the key stakeholders who are engaged in implementation, expected to be engaged in implementation or are crucial for the implementation of the project.</p> <p>As mentioned in the ToR, the objective of the assignment is to (1) provide a high level of visibility to the</p>

S. No	RFP Document Reference(s) Section	Content of RFP requiring Clarification(s)	Points of clarification	MBMA Response
				Project through branding, tools and a comprehensive campaign and (2) support the development of creatives and knowledge products based on learnings from the Project.
24	General		Do we also work on demographic centrist activities in interiors of the state and focus on community development in terms of harnessing sustainable economies to the local denizens through natural resources available and create a win win situation through state of the art approach	<p>The messages and information to be communicated will be provided by the project .</p> <p>The choice of approach and strategy for effectively and efficiently disseminating / communicating these messages and information is left to the bidder to propose, keeping in view the aim of the assignment as mentioned in the previous comment.</p>
25	General		In terms of communication strategies what are the verticals that you are looking at eg- print/ radio and electronic media and also digital platforms.	<p>The communication strategy has to be multi pronged in approach taking into account the best platforms to be used in order to achieve the desired outcome as described in Section 2 and 3 of the ToR.</p> <p>The choice of verticals is expected to</p>

S. No	RFP Document Reference(s) Section	Content of RFP requiring Clarification(s)	Points of clarification	MBMA Response
				become clear once the rapid communications need assessment is completed.
26	General		In terms of Financial bids are you looking at quality of proposals and the solutions projected or only the price portfolios.	RFP has four types of 4 FIN Forms and a consultant is expected to follow the same.
27	General		will you share the scope of work in separate verticals to enable us to give you end to end solutions along with the cost and finances attached separately .	<p>The Scope of work for this particular assignment is as given in the ToR in section 4.</p> <p>Vertical wise, specific activities will be clear on completion of task 1 as given in 4(a) of the ToR. However, as mentioned earlier, for the purpose of preparation of a quotation, bidders should refer to Section 4 (a)(b), 5, and 6 in addition to the overall ToR, for the scope of work.</p> <p>Broadly, the scope of work, based upon the above mentioned sections, includes – Rapid assessment of communications need, Preparation of a communications strategy and rapid</p>

S. No	RFP Document Reference(s) Section	Content of RFP requiring Clarification(s)	Points of clarification	MBMA Response
				action plan for 18 months, preparation of communications materials/tools for the respective verticals, roll out of communications campaign including social media.
28	Point no 3 of 16.1 from Datasheet (Page 32 of the RFP)	Reimbursable may include: cost of office accommodation, including overheads and back-stop support	<p>1a. Kindly confirm whether the Client will provide the following facilities: Laptops for staff with internet; Printers, scanners, photocopy machine, fax machine; Office stationery; Telecom facilities.</p> <p>1b. Please clarify the office maintenance cost i.e. electricity and water will be borne by the Client or the Consultant.</p>	No such Facilities will be provided by MBMA. All such expenses for office utilities (in case an office space be rented in Shillong specifically for this assignment,) may be put under the financial proposal along with other reimbursable costs.

Sd/-
Shantanu Sharma, IAS,
Additional Project Director, CLLMP
Meghalaya Basin Management Agency