

## Request for Proposal (RFP) for Appointment of Public Relations Agency

### Queries Received till 06<sup>th</sup> July 2023 and Responses thereof

11<sup>th</sup> July 2023

Pre-bid Meeting time and location- 1500 hrs at O/o PFRDA, B-14A, Chatrapati Shivaji Bhawan, Qutab Institutional Area, New Delhi- 110016

S No.	Section & Page No.	Clause Requiring Clarification	Clarification Requested/ Sought	PFRDA Response
1	Section: Annexure X: Deliverables as per section 7 of the RFP Page No.: 38	Tracking & Monitoring	If there's any peerset you would like to track?	The peerset tracking may not be required. However, decision in respect of the same may taken at the time of concretization of deliverables with the selected & appointed PR agency, on mutually acceptable terms.
2	Page 14 Point 9 C (EMD)	Bidder will have to provide an EMD/Bid security of Rs.1,00,000/- (Rupees One Lakh only) by way of either a demand draft/pay order, issued in favour of Pension Fund Regulatory and Development Authority, payable at New Delhi or by making electronic payment through NEFT/RTGS.	Our agency - Avian Media Pvt Ltd, is a MSME certificate (attaching for your reference). Do we still need to submit an EMD?	Agencies with valid MSME certificate, as on the date of application, will not be required to submit EMD.
3	Evaluation Criteria A.1 Page No 19	Number of years of experience as PublicRelations (PR) Agency in India as on 31-03-2023	PR agencies have evolved majorly in the last 10 years. All players (barring few) olderthan 10 years are currently part of foreign agencies, giving them opportunity will fail Prime Ministers viewpoint of 'Vocal for Local'. Therefore, the number of years of experience of a PR agency may be reducedmaximum up to 10 years.	Conditions of the RFP will prevail.

4	Minimum Eligibility Criteria - 4 & Page No 8	The agency should be the appointed PRAgency, of at least 02 Financial Services Sector/BFSI companies as on the date of application.	<p>We would like to request PFRDA bid- committee to revisit the above Pre- Qualification/ Eligibility Criteria mentioned under point no. 4 to offer level-playing field for hiring of Public Relations agency to serve the communications objective and create a brand image of the coveted organisation.</p> <p>PR Professionals may suggest that the condition stating 'as on date of application' may be removed. If it is not removed, past experiences of working in the area may be considered. It may be noted here that though the clients move on, PR Professionals keeps handful of experiences working with them.</p> <p>Apart from them the agency is having a good number of experienced people who understand the nitty-gritty of the financial sector, and keep a tab on day-today activities in the business/ finance sector.".</p>	Conditions of the RFP will prevail.
5	b. Minimum Eligibility Criteria- Point-3 Page 8	The agency should be the appointed PRAgency, for at least 03 Government Organizations (Central or State Government Ministries /Govt. Departments/ Central or State PSUs / Central or State Autonomous Bodies/	Request you to consider the performance certificate issued by the clients in duration the project execution period.	Conditions of the RFP will prevail.

		Public Sector Banks) as on the date of application. Work orders and/or Agreement copy. Only work orders/ agreements which are active on the date of application would be considered. +		
6	b. Minimum Eligibility Criteria- Point-4 Page 8	The agency should be the appointed PR agency, of at least 02 Financial Services Sector/BFSI companies as on the date of application. Work orders and/or Agreement copy. Only work orders/ agreements which are active on the date of application would be considered. + <i>Certificate of satisfactory performance (not more than 3 monthsold) for the contracts as per Annexure XI.</i>	Request you to consider the performance certificate issued by the clients in duration the project execution period.	Conditions of the RFP will prevail.
7	b. Minimum Eligibility Criteria- Point-6 Page 9	Billing for PR activities of Govt. Organizations (Central or State Government /Govt. Departments/ Central or State PSUs / Central or State Autonomous Bodies) during F.Y. 2022- 23 - Min. Rs.20 Lakhs.	We would like to request PFRDA bid- committee to consider the last three years billing revenue from PR activity of Govt. Organizations (Central or State Government /Govt. Departments/ Central or State PSUs / Central or State Autonomous Bodies) instead of only FY 2022-23.	Conditions of the RFP will prevail.

8	b. Minimum Eligibility Criteria- Point-9 Page 9	The Agency should have the multi-lingual resources to handle press release and PR works with proficiency and proof-reading facilities in all Indian Languages in addition to English and Hindi. Proof of work done in Indian regional languages.	Kindly Elaborate the term multi-lingual and Indian regional languages.	Owing to the overarching responsibility of the Authority towards promotion of old age income security and development of the pension sector in the whole geographical spread of the country, the appointed agency should be capable enough to get the press releases/ notes/ information translated and disseminated in local / regional languages and in the vernacular language media of the respective state/ UT. The applicant agency is required to submit proof of work done in this regard.
9	9. RFP Process- Point b & C Page 14	Bid Processing Fee 25,000/- (Rupees Twenty-Five Thousand only) plus GST @18% & Earnest Money Deposit (EMD) of Rs.1,00,000/- (Rupees One Lakh only)	As per GFR 170, MSEs organizations are exempted from payment of Tender Fee & EMD. Notification & MSME Certificate are attached for your ready reference. Kindly allow Exemption as per GFR 170 against EMD & Tender Fee.	Agencies with valid MSME certificate, as on the date of application, will not be required to submit EMD.
10	Point vi. Page -13	Develop message content for stakeholders, factsheet, profile/portfolio of journalists, talking points, FAQs, contributory articles, graphics, info graphics, short video, GIF, animations etc.	<p>a. Who will provide the content for developing graphics and short videos?</p> <p>b. In case agency has to record the videos, will travel be required to different locations?</p> <p>c. In case travel is required, will the agency reimburse the amount spent on travel?</p>	<p>a. The appointed agency would be developing the graphic and short video content in discussion with and with approval of, the Communication &amp; Media team at PFRDA.</p> <p>b. Travel, if any required would be limited to Delhi/ NCR only as mostly video recordings are carried out only in/around that region.</p> <p>c. In case outside location shoot i.e. shooting outside Delhi/NCR, is required, the appointed agency would seek prior approval of the Authority, administrative</p>

				as well as financial, before initiating any such shoot/ recording. The agency's reimbursements would be limited to the amount of financial approval granted by the competent authority.
11	Point iii Page - 11	Advise on optimizing search engine ranking for PFRDA's official websites in respect of contents pertaining to Pensions/ Annuities/ retirement/ retirement planning/ old-age income security etc.	<p>a. Who will make the necessary changes on the PFRDA's website for the advice?</p> <p>b. Is agency team expected to make the changes on the websites as part of its scope of work?</p>	<p>a. Changes, if any required in the PFRDA website, would be carried out by the Authority's IT team.</p> <p>b. No. The PR agency's responsibilities are limited to providing strategic inputs/ advice on the web content only.</p>
12		General	What's the budget per year for the project?	Confidential information.