



Small Industries Development Bank of India
Request for Proposal (RfP) for Selection of Public Relations Agency
(RfP No. 2019/1437/NDO/Others dated Mar 7, 2019)
Pre-bid Clarifications.

Sr. No.	Name of the Prospective Bidder	RfP Clause	Query	Response	RfP Clause
1	Concept Public Relations India Ltd. Mumbai	Page No.61 Annexure; Page 20	<p>(i) You have said, "The agency must have earned a fee from Public Relations services of Rs. 20.00 lakh and above during 2015-16, 2016-17 and 2017-18 in each financial year"; We would like to know why is your annual fee requirement so low this year? Last year, your requirement was a fee of Rs. 10.00 Crore - by reducing your turnover requirement, are you looking at smaller agencies being taken on board?</p> <p>(ii) When you talk about List of organisations we work for, the clarity we need is: The tender says, "List of organizations with whom is agency is associated with for their PR activities and One mark given for each order</p>	<p>(i) We are broad basing options and intend to give equal opportunity to smaller companies.</p> <p>(ii) Here, you can provide order copies including BFSI clients and clients in the public sector. Yes, you can include order copies from BFSI clients too.</p>	

			<p>copy produced" - here is it being restricted to BFSI clients or to public sector clients? Can we produce work orders / contracts for clients in the private sector too? "Two additional marks for each client in the BFSI sector" - Can we include BFSI clients in the above point too? (Sec. 8.6.3 point 3(2))?</p> <p>(iii) In Annexure 3 - section 4, you have said that you require, "CIBIL report of the agency and its proprietor / directors / partners." - Is it compulsory to provide CIBIL certificates? Can we not get a certificate from the CA stating this?</p> <p>(iv) In Annexure 3 - section 3, you have said that you require PF numbers of employees of the company: Is it compulsory to submit PF numbers? Can we alternately submit a certificate from the auditor with a list of the employees of the company?</p> <p>(v) As per point 7.7 pg 20 of RFP when you want us to calculate the Share of Voice, can you elaborate or at least list out your competition?</p> <p>(vi) "To transform as an All India Financial Institution to create an integrated credit and</p>	<p>(iii) No change.</p> <p>(iv) Yes, it is compulsory to submit PF numbers.</p> <p>(v) We support and are part of an ecosystem where other institutions lending to MSE also operate.</p> <p>(vi) Credit-plus approach: Besides credit, SIDBI supports enterprise development, skill upgradation, marketing support, cluster development, technology modernization etc. as part of its core efforts in growing the MSE sector. Creating a multiplier-effect: The activities initiated should create ripple effect and may continue to grow with or without SIDBI's support.</p>	
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			<p>development support role for the Bank by being a Thought Leader, adopting a Credit-plus approach, creating a Multiplier effect and serving as an Aggregator, in the MSME space.”</p> <p>Can you elaborate on the following terms mentioned in the vision statement above:</p> <ul style="list-style-type: none"> o Credit-plus approach, o creating a Multiplier effect <p>(vii) What type of tools and skill development for Financial Institutions does SIDBI provide?</p> <p>(viii) Are we looking at a PR Roadmap for the entire group?</p> <p>(ix) Apart from the CEO, who all are eligible spokespersons</p>	<p>(vii) SIDBI is involved in various promotion and development activities. SIDBI has also developed products like Credit Appraisal and Rating Tool (CART), e tools on websites it manages, and is active in the field of attending to challenges of information asymmetry, policy engagements, capacity building of stakeholders and so on.</p> <p>(viii) We want the agency to do PR for the initiatives of the entire group.</p> <p>(ix) There are three authorized spokespersons.</p>	
2	Adfactors PR Pvt. Ltd.	Page No.61, Annexure III, Sr No.1	<p>(i) Minimum Eligibility Criteria – As mentioned in the RFP, the agency must have earned a fee from Public Relations services of Rs. 20.00 lakh and above during 2015-16, 2016- 17 and 2017-18 in each financial year - We request that the same be increased to Rs. 1 crore for each of the mentioned financial years.</p> <p>(ii) Minimum Eligibility Criteria - The bidders should not have been removed / dismissed prematurely during the contract period by any Central / state government/</p>	<p>(i) No change</p> <p>(ii) Standard clauses are applicable here. We encourage you to mention the reasons for which your agency was removed/ dismissed prematurely during the contract period by any Central / state government/ public sector undertakings / Banks / Financial Institutions. The committee may evaluate the responses.</p>	

			<p>public sector undertakings / Banks / Financial Institutions – As already mentioned in point 2 of the Minimum Eligibility Criteria, the bidder should have not been blacklisted or debarred. We request that point 6 be removed / modified with an addition of a performance clause. i.e: The bidders should not have been removed / dismissed prematurely during the contract period by any Central / state government/ public sector undertakings / Banks / Financial Institutions on the basis of performance quality as there may be multiple reasons as to why a company may prematurely discontinue PR services.</p> <p>(iii) Minimum Eligibility Criteria – In point no. 3, the following can be included - The bidder should have a minimum of 5 self - owned / leased offices across India with salaried staff employed and the bidder should provide GST details for each of the 5 office locations mentioned and relevant salary / PF numbers or such verifiable particulars. Additionally, on page 62, Sr. No: 2 (E); the documents required should include GST Registration Certificate for Mumbai as well as 4 other cities.</p> <p>(iv) In point 14 under the Brief profile section on page 59 of the RFP, we request a modification in the ‘not more than 1 month old’ clause to ‘last financial year’.</p>	<p>(iii) No change</p> <p>(iv) No Change</p> <p>(v) Agreed, as a result this can be ignored.</p>	
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			(v) Details of Resources (MANPOWER, TOOLS AND PLANT) / INFRASTRUCTURE FACILITIES (Format IV)– The required details of details of manager, supervisor, skilled, unskilled workers, etc. are not applicable to a PR consultancy. However, we will be able to provide details in terms of client servicing and support staff.		
3	Veritas Reputation PR Pvt. Ltd.	Page No. 24, 8.6.3	<p>Our company is a specialist PR firm focused on the BFSI sector and currently handling esteemed clients like General Insurance Corporation (GIC Re), LIC Housing Finance, ICICI Prudential AMC, LIC Mutual Fund, Taurus Mutual Fund, TIW Private Equity and many others</p> <p>We are registered with the following authorities: Registered under Ministry of Micro, Small & Medium Enterprises as Micro enterprise Registered under Department of Industrial Policy & Promotion, Ministry of Commerce & Industry as a Startup</p> <p>As per various Government notifications, Veritas Reputation PR Pvt Ltd is exempt from furnishing Earnest Money Deposit (EMD) at the time of submitting bids to the Central Ministries / Departments / Public Sector Undertakings (including Public Sector Banks).</p> <p>These notifications have also relaxed criterion of prior turnover and prior</p>	The criteria of exemption of EMD is applicable for only MSEs. Currently, we are not in a position to relax criterion of prior turnover and prior experience.	

			<p>experience, as required in tenders or RFPs issued by Central Ministries / Departments / Public Sector Undertakings</p> <p>Please find attached a legal opinion from Nankani & Associates, Advocates, substantiating our claim along with copies of relevant Government notifications and a Certificate of Recognition from Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India – recognizing Veritas Reputation PR Pvt Ltd as a Startup</p> <p>We have also enclosed our registration details with Ministry of Micro, Small & Medium Enterprises.</p> <p>We will be filing our technical and commercial proposal in response to this RFP floated by SIDBI and need clarification and confirmation that we will be eligible for the above exemptions.</p>		
4	Synergy Public Relations	Page 24, 8.6.3	<p>We Synergy Public Relations are a small but very effective (because of personalized attention) 21 year old Media Relations firm, Head Quartered out of Bandra in Mumbai. (www.synergypublicrelations.com). We are very keen in making bid for the media relations two years project tender. Now we have an office in Delhi and Bangalore along with Mumbai, but in section 8.6.3 of the bidding document it says that the agency</p>	<p>No change in clause as RFP already mentions that preference will be given to such agency, which is having full-fledged offices in Lucknow, Mumbai and New Delhi. If you are willing to have an office in Lucknow and qualify on all other parameters, you can apply.</p>	

			needs to have an office in Lucknow. If we promise to have a person there after winning the bid, are we allowed to compete?		
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