

CORRIGENDUM II

Tender No:KRDCL/53/2020-TAE

RFP for the Selection of Agency for Perception Management, Public Relations,
Digital Media Management and Documentation Management for K-Rail

SI No:	Reference from RFP	Existing Clause	Clarification Sought	Response from K-Rail
1	Pg 14 1.i	<p>The Award of Contract is based on the Quality cum Cost Based System (QCBS) as explained in this tender document. Technical weightage of 70% and 30% weightage for the Financial quote shall be considered for calculating the final score. The party with highest score as per QCBS marking system shall be awarded with the Contract, subjected to Responsiveness, Pre - Qualification Criteria. However, Kerala Rail Development Corporation Limited has the right to cancel the entire tender without assigning any reason.</p>	<p>We request for making the marks allocation for Technical bid and Financial bid as 80: 20 in the light of the enormity of tasks enumerated in the Scope of Works under categories of Perception Management, Public Relations, Digital Media Management and Documentation Management. We request you to give more weightage to the technical part, so as to ensure quality in delivery and hence request you to change the weightage from 70: 30 to 80:20.</p> <p>We are in favor of the 70-30 QCBS and not supporting any change in that.</p> <p>Regarding the score for arriving at the final marks, please note we are fine with 70:30 percentage for QCBS. In case the percentage is changed please make the BOQ specific with deliverables domain wise.</p> <p>From our side we feel the QCBS format should be 70: 30.</p> <p>I am not in favour of an 80:20 QCBS break-up. I feel we should stick to what's given in the RFP – i.e. 70:30.</p>	No change in RFP

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2	NIET 1.viii.c Pg 16	The number of substantial Partnership/Consortium partners shall not be more than 2 (partners having less than 10% in share, calculated as above, will be termed as non-substantial member and will not be considered for evaluation which means that their financial soundness and work experience shall not be considered for evaluation of the application).	Can we understand it as Lead partner + 2 consortium partners? As the scope of work is in 3 functional areas and to give the best output, we need Lead partner (Traditional & Digital Media) + 2 specialist partners. 1. Public Relations 2. Media Consultancy 3. Traditional and Digital media	Yes. It is “Lead partner + 2 consortium partners”
3	Pg No. 20 SI No. 2 of PQC	<u>Documents to be submitted:</u> Agency should furnish self-attested copies of contracts / agreements / work orders / Certificate issued by clients which should cover minimum two years of work experience as on 31.03.2020 in each field of Public Relations, Media Consultancy, Traditional and Digital media.	Please clarify what is the scope of media consultancy? Can we understand it as consultancy provided for creative content development & digital media.	Media consultancy refers to the consultancy services provided to clients to maintain/improve brand image through traditional and digital media.
4	Pg No. 20 SI No. 3 of PQC	The Sole Applicant or the Lead Member in case of a Partnership/Consortium must have an average annual turnover of minimum INR 1 crore by way of consultancy fee from	We are a creative agency and our revenue is retainer fee towards developing creative content & deployment planning. Trust the same	Turnover by way of consultancy fees from media related works will only be considered for evaluation purpose.

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		media related works for the last three financial years (FY 2017-18, FY 2018-19, FY 2019-20). Additionally, in case of Partnership/Consortium, each non-lead substantial member must have a minimum average annual turnover of at least INR 25 lakhs for the last three financial years (FY 2017-18, FY 2018-19, FY 2019-20).	can be considered as consultancy fee from media related works.	Media related works include both Traditional and Digital Media Management. Retainer fee towards developing creative content & deployment planning will be considered towards turnover.
5	Pg No. 21 Sl No. 6 of PQC	The Bidder should have a fully functioning office (preferably Head Quarters) with a dedicated team in Kerala for the last two years as on 31-03-2020.	We have 10 branches Pan India and head Office in Delhi/ NCR. We will open our office in Kerala if we get the contract kindly consider the same.	The Sole Bidder or at least 1 substantial consortium member should have a fully functioning office (preferably Head Quarters) with a dedicated team in Kerala for the last two years as on 31-03-2020.
6	Pg No. 21 Sl No. 7 of PQC	The bidder should have following team on his payroll , 1. PR Executive & Media coordinator 2. Client Servicing executive 3. Website Developer 4.Creative & Graphic Designer 5.Copywriting & Content Writing Expert	Please clarify the onsite requirement of Manpower. Except PR Executive, Videographer and Photographer rest employees can work from Delhi/NCR office.	As per Pg 43 of RFP: <u>MANPOWER REQUIREMENT:</u> Client servicing executive should be deployed on-site for increasing the interface between K-Rail and bidder. All other experts shall operate from Bidder's office.

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		(English & Malayalam) 6.Social Media Analyst & Documentation Manager 7.Videographer & Video Editor 8. Photographer		
7	Pg No. 23 Sl No. 1 of Step 1 Technical Bid Evaluation	<p><u>Evaluation Criteria</u></p> <p>Details of involvement and experience with similar projects viz Experience in perception management, public relations, digital media management, and documentation management.</p> <p><u>Marking Scheme</u></p> <p>10 marks for minimum 2 years experience as on 31.03.2020, Additional 01 mark each for additional years(Maximum of 05 marks).</p> <p><u>Documents Required</u></p> <p>Bidders should furnish self-attested copies of contracts / agreements / work orders / Certificate issued by clients along with years of work done.</p>	<p>The applicant is asked to provide details of involvement and experience with similar projects viz Experience in perception management, public relations, digital media management, and documentation management. Ten marks are allotted for a minimum of two years of experience. We would like to know if the 'two-year experience' criteria are to be applied for each of the categories viz. Experience in perception management, public relations, digital media management, and documentation management individually. Do we require two years of experience in each of these categories? Will it be sufficient to have two years of combined experience in all of them?</p>	<p>'two-year experience' criteria are to be applied for each of the categories</p>

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8	Pg 23 Step 1 Technical Bid Evaluation		Please clarify the tangible required to get max marks out of 60 for following parameters in Technical evaluation. Years of experience Work experience Turnover Manpower	Details of Evaluation Criteria, Marking Scheme and Documents Required to get max marks out of 60 are mentioned as part of Technical Bid Evaluation from Pg 23 - 25.
9	Pg 44 - 45 2.0 (Public Relations) of Scope of Services & Objectives	Planning and organising press conferences and media meets for regional and national media as and when required.	Would it be restricted to national & regional media or International media too?	Though the main focus would be on regional and national media, international media coverage will also be required. The below is part of the Scope of work. <i>“To arrange media events, arrange printing of special articles, regular press releases through regional, national & international media, magazines and online portals to ensure that a positive opinion/image of our company is created among the targeted audiences</i>

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10	Pg 48 4.0 (Documentation Management) of Scope of Services & Objectives		<p>As far as the Documentation Services are concerned the area to be documented is very vast. Ranging from Trivandrum to Kasargode.</p> <p>It is important to get the deliverables quantified to calculate the cost and manpower.</p> <p>i). How many locations to be covered totally? ii). What are the parameters in terms of the quality of the documentation? (High Definition, 4K, Drone, etc) iii). How many images per month? iv). What is the quantity of video footage? (10GB or 50GB or 10 Hours etc) v). How many locations at a time? vi). Approximate no of events to be covered in a month? vii. Technical quality of equipment to be used?</p> <p>All these factors are important as the agency has to work on a monthly retainer basis. Kindly clarify the same.</p>	<p>The projects that K-Rail undertakes is within Kerala. High definition quality will be fine. Quantifying images is not possible. The quantity of video, number of locations and events will depend upon the requirement in future and not quantifiable.</p>
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11	General		We understand the need is real time and since we have offices across Trivandrum, Kochi and Calicut, however Please share clarity on expectations in Document Management system pertaining to K-Rail so that we can cost accordingly.	It is not possible to quantify the document management requirement as it is real time.
12	General		Please let us know whether we could have a look at the PR compilation and Document Management done in the last 1 year.	Not possible
13	General		Considering the next two years involve land acquisition and related stress concerning the same, is there any separate effort undertaken by any CSR agency to address those issues?	As of now there is no separate effort undertaken by any CSR agency to address those issues.
14	General		Strategic PR involving sustainability projects by KRAIL will be quite critical for the smooth positioning of KRAIL. The current contract will cover this aspect also by the winning bidder?	Yes

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15	General		Any initiative taken by K-rail on sustainability? Could you kindly share details for the same?	Sustainability initiatives are to be planned for the contract period.
16	General		Other Metro projects across India, mostly RVNL project, saw substantial focus given on CSR and related PR. Hope you are liasoning with any of those agencies to understand how these things are executed? Are you in touch with other Metro agencies in this matter?	CSR and related PR are to be planned for the contract period.
17	General		Whether EMD can be submitted by way of DD (Scanned copy and send original to Trivandrum before the due date)	Tender document fees and EMD to be submitted online through e-tenders website.
18	General		Waiver for the EDA- Rs 1,20,000? and document of Rs 9,000? Whether cost of document is waived off in the case of MSME Registrants, and if so pls confirm. Kindly let us know whether we haveto pay the tender document cost, as tender cost is exempted for MSME registrants for Govt projects.	EMD and tender fee is to be paid

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19	General		Who would be the spokesperson/s for K-Rail?	Managing Director or any nominated officer would be the spokesperson for K-Rail.
20	General		Is it possible to get the detailed list of towns/panchayats that we are planning to take land so that we can put together a framework for document management if it's information available in the public domain?	Details of projects currently pursued are available in website www.keralarail.com
21	General		Because of ONAM holidays and also due to Covid-19 pandemic, thin attendance in the office. Therefore, may we request you to kindly extend the date of submission of the tender document by Sept 7th, 2020.	No change.
22	Pre Bid Discussion		Consumer Sentiment Analysis report	Please refer item 1.2 of scope of Service and objectives. As part of proactively gauging media and public sentiments, a public sentiment analysis report shall be submitted on a quarterly basis.