



**Pradhan Mantri Yuva Yojana (PM-YUVA)**  
**Ministry of Skill Development and Entrepreneurship (MSDE)**  
**Government of India**  
**NIESBUD, A-23, Sector – 62, Noida 201309**

Minutes of virtual meeting held on November 2<sup>nd</sup> for (RFP) For Content Creation & Operationalization of Social Media Channels under – PM-YUVA Yojana Project

**Dated: 09-11-2021**

The pre-bid meeting for empanelment of partner for Content Creation & Operationalization of Social Media Channels under – PM-YUVA Yojana Project was held on 2<sup>nd</sup> November 2021. The meeting was attended by the following persons:

Sl no	Name	Organisation
1	Somesh Anand	PM-YUVA
2	Solomon Porres	PM-YUVA
3	Chatterpal Singh	PM-YUVA
4	Subham Tomar	PM-YUVA
5	Vandana Purohit	PM-YUVA
6	Sana Mogal	New Startup Agency
7	Harish Malhotra	CYfuture
8	Swati Ponnala	AdGlobal360 Pvt Ltd
9	Amit Tiwari	MKT Software
10	Radha Manalan	A4 Media Pvt. Ltd.
11	Sameer Anand	Blue Digital Media
12	Sanjeev Thakur	Mount Talent
13	Raju Singh	Goldmine Advertising Ltd
14	Amandeep Bhardwaj	Mount Talent Consulting Pvt. Ltd.
15	Gaurav Singhal	Blue Digital Media
16	Neeraj Mittal	Institute For Industrial Development
17	Chandrakant Shrivastav	Promodome -3
18	Amit Tiwari	HDR Solutions
19	Amandeep	Mount Talent

The meeting started with an introductory speech by Mr. Somesh Anand, Senior Manager, PM-YUVA and self-introduction of the representatives from the Agencies attending the meeting was done. The following points were discoursed by the Chairman of the meeting:

1. There will **be no online submission of the RFP**. All the documents need to be submitted in hard copy at “PM-YUVA, NIESBUD, A-23, Sector – 62, Noida 201309 (Uttar Pradesh)”

2. The **bidder shall submit a sealed cover consisting of a copy of all the bid documents**. The bids must consist of the following:

a. Technical proposal super scribing on the right hand side top of the cover as “Technical Bid”. The envelop for technical proposal should also contain Demand Draft for EMD.

b. Financial proposal super scribing on the right hand side top of the cover as “Financial Bid”.

c. The envelopes containing the Technical & Financial proposals has to be enclosed in another envelope, clearly super scribing the contents of the envelope.

d. All the pages of the Financial Proposal shall be duly signed by the authorized signatory of the bidder before submission. Corrections, if any shall be counter signed. The Bidder should submit the Bid in the prescribed annexed Performa only, failing which the offer shall be summarily rejected. All completed proposals (Technical & Financial), should reach our office by 15 November 2021, latest by 6:00 PM. The physical/ hard copy RFP need agencies are allowed to physically drop their proposals (bids) at the above-mentioned address.

2) The **date of submission of RFP** is 15 November 2021, latest by 6:00 PM.

3) The **DD should be** in favour of “National Institute for Entrepreneurship and Small Business Development (NIESBUD)” payable at NOIDA.

4) **Relaxation of Money Guarantee and Turn Over Clause** for Startups and MSME registered enterprise. With reference to the Policy Circular No. 1(2)(1)/2016-MA dated 10 March 2016, issued by the Ministry of Micro, Small & Medium Enterprises, Government Of India, relaxation of turn over and prior experience is applicable for Startups registered with MSME. They would, however, need to comply with technical capability and quality specifications prescribed in the RFP. That includes the qualification of the workforce, along with the other terms and conditions will remain the same.

5) **Private Companies and NGO's who qualify** for RFP can apply.

6) There will be **no separate presentation held on the technical bid opening day**. The parties are requested to submit the presentation in hard copy or soft copy along with the Bid only. Personal (company) presentations will only be called on if deemed necessary by PM YUVA – NIESBUD.

7) As per Rule 170 of GFR--- “Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME)” **are exempt from submission of EMD or DD (Bid security) (Money Guarantee)**. Bidders claiming exemption of EMD under this rule (170 of GFR) are however **required to submit a signed Bid securing declaration accepting that if they withdraw or modify their Bids during the period of validity**, or if they are awarded the contract and they fail to sign the contract, or to submit a performance security before the deadline defined in the request for bids document, they will be suspended for the period of 12 months from being eligible to submit any Bids called by NIESBUD.

8) The **Technical evaluation will be held on Tuesday, November 23 and the Financial Evaluation will be on Thursday, November 25**. During the opening of tender, agency representative will be allowed to be present. The evaluation will take place at NIESBUD, NOIDA office 12 noon onwards.

The following queries were raised by the agencies participating in the Pre bid meeting:

S.No	RFP Page No & Sub Section	Query	Clarification
1	Section 7 Page 24	Can the clause be relaxed for Startups and MSME's for turnover and EMD?	There is an exemption for MSME and Startups registered with concerned Ministry/ department regarding turn over and EMD amount submission. A corrigendum to this effect has been released on 5 <sup>th</sup> November 2021 and the same has been put up on the NIESBUD website.
2	Technical Evaluation Page 56	Is it possible to relax the clause for judgement for 360 Degree campaigns experience?	The clause exists to measure the ability of the agency to execute and reach specific campaign milestones which have been listed out in the RFP. The overall focus is largely on content creation as an organic exercise. The focus should be to achieve Minimum Key Results and its outcome. Strategy to achieve the key results will play a crucial factor in this exercise.
3	Video Capability Page 57, Annexure C – Page 84	What is the Evaluation criterion for Video Capability assessment?	The RFP carries a detailed questionnaire on page no. 57 and annexure page no. 84. All agencies need to fill the questionnaire on video capability as part of the Technical Bid.
4	Technical Evaluation Page 56	Whether QCBS system followed for making?	Yes, QCBS (QUALITY COST BASED SYSTEM) marking system will be followed.
5	General	Is Online Submission of RFP possible?	RFP must be submitted in hard copy only. All hard copies should reach us by Monday, November 15, 2021 by 6 PM. Agencies are allowed to physically drop their proposals (bids) at NIESBUD, A-23, Sector – 62, Noida 201309.
6	Section 2 – Page 9	How many Key Personnel On site will be required?	This will be decided after awarding of contract in discussion with NIESBUD and selected agency. However, the agency must have one representative from the core team of key personnel available for meeting in Delhi as and when necessary.
7	Annexure D7 – Page 66	Is the information of Development centres also applied for India based companies?	This information is required from Indian companies based abroad and have possible Development Centres in India.
8	Section 12 – Page 43	Do we need to submit the exit management structure in detail along with bid documents?	Strategy and the process which the agency follows during the exit management need to be documented. Past experience on the same may be highlighted.
9	Annexure A & Page 40	What does Pre – evaluation mean?	This is to shortlist company's based on their eligibility as mentioned in the RFP.
10	Page 56 – Annexure B	Does the details Of Staff Experience needs to be submitted with Pre-Qualification alone?	Details of key personnel to be filled, finds mention in 2 places (Pre-Evaluation, & Technical). Both have to be filled up as asked as there will be separate evaluation committee for both of them.
11	General	What is the format for submission of Complete proposal?	There have to be three covers / documents that need to be submitted, Eligibility (pre-qualification), Technical and Financial. The agency should follow the format given in the annexures. Agency need to submit complete proposal with all the relevant documents as mentioned in the RFP.

12	General	Will there be invitation for Physical presentation?	At present no presentation is planned. However, such decision will be at the sole discretion of the technical committee. The same will be communicated to all the concerned agencies.
13	General	What will be Quantum of Work?	More than approaching from the quantum of work perspective, the agency is advised to approach the RFP from the methods and strategy to achieve Minimum Key Results.
14	General	How many agencies will be empanelled?	The RFP is looking for a single agency to be empanelled
15	General	What is the Purpose of EMD?	This is to be treated as security deposit.
16	General	Can companies apply as a consortium?	Yes, companies are allowed to apply as a consortium. However, they would need to meet the Pre – eligibility and technical norms mentioned in the RFP. They need to have relevant documentations. The nature of agreement between the parties needs to be clearly defined in the RFP.
17	General	What are the Dates for Technical & Financial Presentation?	The Technical evaluation will be held on Tuesday, November 23 and the Financial Evaluation will be on Thursday, November 25. During the opening of tender, agency representative will be allowed to be present. The evaluation will take place at NIESBUD, Noida office from 12 noon onwards.
18	General	Can private companies apply?	All agencies fulfilling the eligibility criteria can apply.
19	General	In how many languages the content needs to be prepared?	Right now, the primary execution language will be in English and Hindi. Companies are invited to mention their abilities of executing content in other languages as well.
20	General	Can the physical presentation be done online if required?	If the technical committee deems fit or necessary the agency may be allowed for an online presentation or else company representatives may be invited to be part of the process for in person presentation.

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