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ALL INDIA INSTITUTE OF AYURVEDA, NEW DELHI**Response to Pre-Bid Meeting held on 12th August, 2021 for hiring of PR Agency:**

Sl. No.	Clause / Criteria as	Suggestion received during Pre-Bid Meeting	Response of AIIA, New Delhi
1.	Financial Bids of only the technically short-listed PR agencies will be opened	Format for Financial Bid should be provided with bid documents	In view of the suggestions received, format for Financial Bid has been added in tender document at Annexure-I .
2.	<u>Evaluation Methodology 4(b)</u> Technical Evaluation	Marking criteria should be elaborated	In view of the suggestions received, marking criteria for technical evaluation has been added in tender document at Annexure-II .
3.	Financial Bids of only the technically short-listed PR agencies will be opened	Criteria for shortlisting of technical bid should be provided	In view of the suggestions received, criteria for shortlisting of technical Bid have been added in tender document.
4.	<u>Eligibility Criteria 1(e)</u> The private sector with an audited balance-sheet size of at least ₹1,00,000 crore	It was suggested that only a few private organisations with balance-sheet size of at least ₹1,00,000 crore. Hence, it would be an unduly restrictive condition, it should be reduced.	In view of the suggestions received, the figure ₹1,00,000 Crore has been reduced to ₹1,000 Crore and organisation should be listed on National Stock Exchange (NSE) / Bombay Stock Exchange (BSE).
5.	<u>Terms and Conditions 2(f)</u> AIIA's website (www.AIIA.org)	Website mentioned in the tender document is not correct	This was a typographical error. Hence, it should be read as https://aiia.gov.in/

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Annexure-I**PARTICULARS FOR SELECTION OF PUBLIC RELATIONS (PR) AGENCY – FINANCIAL BID**

(To be submitted by PR agencies on their letter heads)

To,

The Director,
All India Institute of Ayurveda (AIIA),
Gautampuri, Sarita Vihar, Mathura Road,
New Delhi - 110 076

Madam,

We hereby submit our Financial Bid for Selection of PR agency of AIIA, New Delhi as per proposal EoI F.No. F-23012/1/2021-AIIA dated 5th August, 2021. We unconditionally agree to abide by the Terms & Conditions specified therein.

Sl. No.	Particulars	Details/Remarks / Charges
1.	Name and contact details of Agency's head office.	
2.	Contact details of person authorized to make commitments to AIIA, New Delhi	
3.	Monthly Retainership Fees (Rs) for PR and other activities as per Scope of Work mentioned under EoI	
	Total (in ₹)	

I/we hereby certify that all the particulars given above are correct and true to the best of my/our knowledge.

I/we certify that if appointed for empanelment, I/we shall appoint separate teams for AIIA, New Delhi in order to provide satisfactory services as per "Scope of Work" in the interest of AIIA, New Delhi and will maintain confidentiality of all the information related to the Institute received from AIIA, New Delhi or known to us from any other source.

In case at any stage, it is found that that the information given by me/us is false/incorrect, AIIA, New Delhi shall have the absolute right to take any action as deemed fit/ without any prior intimation to me.

(Signature of the Authorized person) _____

Full name of the Authorized person: _____

Designation: _____

Seal of the firm and date

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Annexure-II**SELECTION PROCEDURE**

AIIA will formulate a committee(s) for making technical and financial evaluation. This committee(s) will supervise the activities relating to evaluation of technical bids, opening of financial bids, final selection of the PR agency, negotiations (if any) on various terms and conditions etc.

TECHNICAL EVALUATION

The technical proposal shall not include any financial information. A Technical Proposal containing financial information may be declared as rejected. The process of evaluation is detailed hereunder:

- All the bids (applications) will be evaluated based on “Eligibility Cum Technical Criteria” mentioned under para No. 2.0. The short-listed agencies will be advised to make a presentation of maximum 30 minutes duration to the Evaluation Committee on their capabilities, experiences, etc and showcase their work done for other clients. The broad (indicative) evaluation criteria for evaluating this presentation are as below:

Sl. No	Criteria	Max marks	Scoring Methodology
a.	Network strength - India	10	Full marks (10) Having offices or associate organisation at -6- metro centers (Mumbai, New Delhi, Kolkata, Chennai, Bangalore & Ahmedabad) and at least 5 other capital cities of any state 07 marks: Having offices or associate organisation at -4- metro centers (Mumbai, New Delhi, Kolkata & Chennai) and at least 3 other capital cities of any state 05 marks: Having office in Delhi
b.	Industry experience,	10	Full Marks (10 marks) Experience more than 10 Yrs 07 Marks Experience 7 to 9 Years. 05 Marks for experience 5 to 6 years
c.	PR Agency Average Annual Turnover	10	Full marks (10) - for Rs 3 cr & above 07 Marks - for Rs 2 cr & above 05 Marks - for Rs 1 cr & above
d.	Clientele (during last 3 years) Govt. / PSU / Medical, Academic & Research / MNC etc.	10	Full marks (10) if clientele 06 nos. and above 10 marks if clientele is 3 - 5 nos. 5 marks if clientele is 1 - 2 nos.
e.	Type of Clientele	10	Full marks (10) if clientele is Government / PSUs / Autonomous organisations 07 marks if clientele is MNCs 05 marks if clientele is Pvt. Organisations with at least ₹1,000 Crore balance-sheet size
f.	PR Agency having	10	Full marks (10) if handled Healthcare and

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	handled work for clients		Social issues of 5 and above assignments 07 marks if handled Healthcare and Social issues of 3-4 assignments 05 marks if handled Healthcare and Social issues of 1-2 assignments
g.	Concept Note on “AIIA by 2022 - a PR Perspective” Presentation	40	Subjective evaluation a Committee at AIIA, New Delhi
	Total	100	

- AIIA shall evaluate the technical proposals on the basis of eligibility criteria and other terms and conditions. Bidder qualified as per the eligibility criteria would be required to make a presentation (in-person/virtual) before the evaluation committee of the AIIA for Selection of PR Agency. AIIA shall inform the date, time and place of presentation to all eligible Agencies after completion of the evaluation of eligibility criteria and other terms and conditions.

TECHNO-FINANCIAL EVALUATION

- Agencies scoring 60 or more out of 100 will be short-listed for financial bidding.
- Financial proposal of Agencies who qualify in the Technical Proposal shall be opened in the presence of representatives of the Agency who choose to be present. The financial proposals of the listed bidders who have qualified in technical evaluation will be given a weightage of 20%. The combined score of technical proposal (80%) and financial proposal (20%) will determine the H1, H2, H3 and so on. The Agency with the highest combined score will be recommended for engagement as PR agency of the AIIA.
- Based on this “Score”, the agencies will be ranked. Agency scoring the highest “Score” is considered as H-1 and the “Rate of Financial Evaluation” quoted by this agency will be treated as benchmark rate for retainable fees.