

## NATIONAL BANK FOR AGRICULTURE AND RURAL DEVELOPMENT

### Notice Inviting E-tender For Empanelment of Public Relations (PR) Agency *Ref. No. NB / CCD /145/ CCD-06 / 2022-23 dated 17 March 2023*

#### CLARIFICATIONS TO PRE-BID QUERIES

Sr. No.	Clause No. and Page No	Text as per RFP	Clarifications and Amendments sought	Response
1			As per various Government notifications, an agency is exempt from prior turnover and prior experience criterion, as required in tenders or RFPs issued by Central Ministries / Departments / Central Public Sector Undertakings. This exemption is applicable to service companies (including PR agencies) registered as 'start-ups' with the Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India.	Turnover and prior experience finalised in the tender are the minimum requirements for evaluation of bid. They cannot be relaxed.
2			Due to our status as DIPP registered start-up as well as MSME, we are also exempt from furnishing Earnest Money Deposit (EMD) at the time of submitting bids to the Central Ministries / Departments / Central Public Sector Undertakings	The provision for exemption from furnishing Earnest Money Deposit (EMD) is available in the tender (Refer: Para 9, Page 13). This provision is also applicable to MSEs having <i>Udyam Registration Certificate</i> , and start-ups having <i>Certificate of Recognition</i> from DIPP, GoI.

3			As per Public Procurement Policy for Micro and Small Enterprises Order, 2021, a purchase preference from the total tendered value is reserved for MSEs quoting price within price band of L1+15 (fifteen) percent by bringing down their price to L1 and there is a separate reservation for MSEs owned by women.	In this regard, NABARD will follow all due process as per its extant Procurement Policy as well as other applicable guidelines of Government of India.
4	Clause No. 3.3 & page no.7	Self-declaration by authorized signatory on official letterhead indicating office-wise staff details including qualification, expertise, etc., and infrastructure	Is NABARD looking for qualification certificates for all the employees or only the servicing team.	Please submit a self-declaration by authorized signatory on official letterhead indicating office-wise staff <b>(all employees)</b> details including qualification, expertise, etc., and infrastructure
5	Clause No. 3.3 & page no.8	CA-certified copies of audited balance sheet pertaining to the last three financial years (2019-20, 2020-21 & 2021-22).	Will the CA certificate be sufficient for the annual turnover requirement for FY 2020-21 and FY 2021-22?	Please submit CA-certified copies of audited balance sheet pertaining to the last <b>three</b> financial years ( <b>FY 2019-20</b> , FY 2020-21 & FY 2021-22)
6	Clause No. 3.3 & page no.8	Self-declaration by the authorized signatory on official letterhead with names and other details of the staff.	Is NABARD looking for details of all the full-time employees or only the servicing team?	Please submit a self-declaration by the authorized signatory on official letterhead with names and other details of the staff <b>(regular/full-time staff)</b>
7	Clause No. 3.3 & page no.8	The Agency should have handled the PR activities for at least two clients on retainer basis during each of the three previous	You are asking the agency to have PSU or Govt. company, is it that the company needs to be associated with the agency for consecutive years or any company that came during that time frame?	In each of the three previous financial years, i.e., FY 2019-20, FY 2020-21 & FY 2021-22, the agency should have handled the PR activities for at least two clients on retainer basis, not necessarily the same

		financial years, i.e., 2019-20, 2020-21 & 2021-22. Out of this, the agency should have handled at least one large client in the Government/PSU/private sector with an audited balance sheet size of at least Rs 1,00,000 Crore		clients in each of the said financial years. Out of the two clients (at least), at least one should be a large client in the Government/PSU/private sector with an audited balance sheet size of at least Rs 1,00,000 Crore
8	Annexure IV & page no.29	The agency should provide details of coverage generated in financial and other publications, TV and digital media at both national and regional levels in the last three years.	With respect to the volume and quality of coverage, do we need to share the coverage generated for one client or multiple clients in the last three years	Please provide <b>all</b> details of coverage generated in financial and other publications, TV and digital media at both national and regional levels in the last three years, <b>which the agency feels may add value to its presentation</b>
9			Will there be any provision for the submission of more than 100 Mb file for the Technical bid submission?	There is provision to upload multiple documents in tender, with the limit of up to 20 MB for each document
10			Will the result of the Technical bid be announced on the NABARD website, or will there be any separate email will sent to the qualifying agency for the next round?	Declaration of results of technical evaluation shall be made on NABARD website ( <a href="https://www.nabard.org">https://www.nabard.org</a> ), CPPP portal ( <a href="https://eprocure.gov.in">https://eprocure.gov.in</a> ) and NABARD e-procurement site ( <a href="https://nabard.eproc.in">https://nabard.eproc.in</a> ). In addition, communication will be made through phone/e-mail to all bidders shortlisted for Financial Bid

11	Clause 3.3, Sr. No. 7, Pg. No. 08	The Agency should have handled the PR activities for at least two clients on retainer basis during each of the three previous financial years, i.e., 2019-20, 2020-21 & 2021-22. Out of this, the agency should have handled at least one large client in the Government/PSU/private sector with an audited balance sheet size of at least Rs 1,00,000 Crore.	Request to kindly reduce the balance sheet size to Rs.1,00,000 Lakh as the number of companies with asked balance sheet size are very few. Thus this clause makes the bid restrictive in nature	The request cannot be acceded to
12	Annexure VI (B. Evaluation of Presentations) Sr. No. 3, Pg. No. 32	Presentation on volume and quality of coverage generated in the past preferably for Govt./BFSI/PSU/ regulatory bodies	Request relaxation to include coverage of clients from other sectors as well	The request cannot be acceded to
13			Can a consortium of agencies bid?	No
14			If NABARD receives only one bid, what is the process the Bank will follow?	In this regard, NABARD will follow all due process as per its extant Procurement Policy as well as other applicable guidelines of Government of India.