

**PMU's Response to the queries/clarifications of potential consultants**

Dear Sir(s)/Madam(s),

Thank you for your interest in the EOI.

Sl.	Queries	Response of PMU
1	<p>Page 8, Form 2: Compliance to Eligibility Criterion, Point 3: "The consultant (lead firm) should have a minimum average annual turnover from consultancy/ advertising of INR 12 Crore or foreign currency equivalent over the last three financial years (FY2017-18, FY 2018-19 and FY2019-20)".</p> <p><b>We request the following changes in the Clause:</b></p> <p>1. The last 3 financial years should be considered for FY 2018-19, 2019-20 &amp; 2020-21.</p> <p>2. We also request that the criterion be relaxed to INR 6 Crore for eligibility purposes as the last 2 years have gone through severe business and economic shrinkage due to the COVID Pandemic.</p> <p>We are a 10 year old advertising &amp; communications agency with extensive experience in comprehensive IEC creation &amp; production for several Assam Government Departments/ Agencies including EAP Projects.</p> <p>We are competent to undertake this assignment and do justice to the deliverables provided our bid is eligible for participation.</p> <p>Our request is only to relax this criterion to remove the entry barrier for participation in the EOI for us and other similar competent agencies in Assam.</p>	<p>1. The last date of IT Audit for the FY 2020-21 is 15<sup>th</sup> Feb 2022 and there are many firms whose Books of Accounts are yet to be audited as such we have kept the last three years starting from 2017-18 to 2019-20.</p> <p>Hence this clause cannot be changed.</p> <p>2. The turnover clause cannot be changed as suggested by the AFD.</p>
2	<p>Page 6, Clause H &amp; I:</p> <p>H. "The Applicant shall submit only one application, in its own name. If an Applicant (including JV/consortium partner) submits or participates in more than one application, those applications shall be all rejected. However, the same Sub-consultant may participate in several applications".</p> <p>I. "Experiences and qualifications of Sub-consultants are not taken into account in the evaluation of the applications".</p> <p><b>We are unable to understand the meaning of sub-consultant. Request clarification on the same.</b></p>	<p>Sub consultant may be defined as a person who or business that contracts to provide some service or material necessary for the performance of another's contract or a person or business firm contracted to do part of another's work.</p>
3	<p>With regards to the EOI No: APFBC/PMU/Phase-II/MCP/2021/126/11-A subjected to "Design and implementation of Multimedia Communication Plan (MPC) and Content Creation for Outreach Facility" we would like to bring into your attention that as per Point I in the EOI, experiences and qualifications of Sub-consultants are not taken into account in the evaluation of the applications. In addition to this, point 3 in the Form2: Compliance to Eligibility Criterion states that the lead firm of a Joint Venture should have a minimum average annual turnover of INR 12 Cr over the last three years which invalidates the purpose of a Joint Venture to all intents and purposes. If one of the partnering firms is not accountable for selection in any manner then the rationale behind a Joint Venture is to be pretended.</p> <p>Hence we would like to request you to kindly look into the matter and consider our plea for accepting the experience and turnover of both the firms in case of a JV during evaluation at your earliest convenience.</p>	<p>The turnover clause cannot be changed as suggested by the AFD.</p>
4	<p>We have a turnover of between 1.5 CR to 3 CR in the last 3 years - would we still be eligible to apply?</p>	<p>Kindly refer to clause V, Form 1: Organization Details, page 8; and clause 3, Form 2: Compliance to Eligibility Criterion, page 8 of the EOI.</p>

Thanking you.

Sd/-  
Project Director, PMU, APFBC Society