



**Startup
Odisha**

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A Startup, Innovation & Entrepreneurship Promotion Organization
under MS & ME Department, Government of Odisha

Ref.No.: SO-13011/3/2023/1186

Date: 02.03.2023

CORRIGENDUM – 1

In regard to RFP (Reference No: SO-13011/3/2023/1155), dated 17.02.2023, floated for Selection of an agency for Public Relations Management, based on the queries received from prospective bidders, the following clarifications/amendments are hereby being provided as follows:

Sl. No.	Query (with existing clause wherever applicable)	Amendment/Clarification
1	<p>Only Companies Act 2013 and LLP Act 2008 are allowed to participate.</p> <p>Kindly allow Partnership firm as well under the partnership Act 1932 since most of the agencies in PR industry are partnership firms.</p>	<p>The Clause is revised to – "The Agency should be an entity incorporated/ registered only under the Companies Act 2013 or a Limited Liability Partnership registered under the LLP Act 2008/Partnership firm established under Partnership Act 1932. The Agency must submit a proof of Registration of the legal entity (Certificate of Incorporation, PAN, GST registration certificate).</p>
2	<p>Experienced PR agencies (hereinafter referred to as "Agency") to appoint for overall promotion of Odisha Startup in domestic and global markets for a period of Three (03) year (hereinafter referred to as "contract duration") subject to yearly review.</p> <p>Kindly Clarify the scope of work and activities which will be performed for International Market.</p>	<p>Publication of at least One Article in National/International magazine in a month.</p>
3	<p>For International Target Market: USA, Israel, UK, Canada, China, European Union Countries, Malaysia, Bangladesh, Korea, Singapore, C.I.S(Commonwealth Independent States), Australia, New Zealand, Sri Lanka, UAE and any other countries with identified innovation, R&D and Manufacturing Potential</p> <p>What are the Budgets for International Markets? Is there any Sperate Budgets for it.</p>	<p>The Prospective bidders are required to calculate and include all the costs related to International Market in their Financial Proposal.</p>

2nd Floor, Tower-A, Odisha Startup Incubation Centre (O-Hub)

Special Economic Zone Chandaka, Bhubaneswar -751024,

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CIN : U91990OR2021NPL036045 GST No. : 21ABECC8152E17K

4	<p>Is the physical copy of presentation to be submitted along with technical bid?</p> <p>Presentation can be submitted in soft copy post completion of presentation round to avoid wastage of papers</p>	<p>Bidders are required to submit their presentation in the form of hard copies.</p>
5	<p>For retainer arrangements (current/ongoing), the cumulative value of the monthly engagement fees collected from beginning of the contract period until 31.12.2022 shall be eligible for consideration. Is this a part of Eligibility?</p>	<p>Yes, this is part of Eligibility Criteria</p>
6	<p>Kindly let us know the contract value.</p>	<p>Bidders are required to access the scope of work mentioned in the RFP and quote their bids accordingly.</p>
7	<p>In reference this clause 10.1.3 in the RFP for penalty, we would like to submit that as per our company compliance and policies, we would require your consent and signature on the enclosed document. Would you be able to sign this document and share with us?</p>	<p>It will be in the discretion of Startup Odisha to sign any document post completion of the bid process</p>
8	<p>2.1.1.1 - Publication of at least 1(One) article/major story (non-event specific stories) in a month from the State in any of the national edition of national print dailies viz. Times of India, Hindustan Times, Indian Express, New Indian Express, Economic Times & The Hindu, Business Line, The Telegraph, The Mint & Business Standard, as well as reputed regional dailies viz. Dharitri, Sambad, Prameya, etc. based on relevant news/ developments in the State and inputs from Startup Odisha. In addition, the agency shall also focus on proactive preparation and release of articles in reputed National or International magazines at least one every month. The plan should focus on Startup Magazines/Publications viz. YourStory, Inc42, Entrepreneur India,</p> <p>Monthly one article each in national English daily, Odia Local Daily and</p>	<p>The Agency will have to publish at least one article every month in:</p> <ul style="list-style-type: none"> • Any of the national edition of National print dailies. • All editions of One reputed regional print daily. • One Reputed National or International magazine.

	International Magazine or One in any of these?	
9	<p>Kindly Provide the Beneficiary details for Bank Guarantee required for EMD.</p> <p>The Procedure to make a bank guarantee takes a week.</p>	<p>Bank Guarantee should be in favour of Startup Odisha payable at Bhubaneswar, Odisha or Bidders may also submit EMD in the form of Demand Draft in favour of Startup Odisha payable at Bhubaneswar, Odisha</p>
10	<p>4.3 Financial Eligibility Criteria The Agency should have Minimum Average Annual Turnover of INR 01 Crore for the last 3 (Three) financial years (i.e., FY 2019 – 20, FY 2020 – 21, and FY 2021 – 22). Bidders recognized under Startup India (DPIIT), Startup Odisha or as an MSME under NSIC or relevant State government authorities are exempted from these criteria.</p> <p>How the Turnover clause exempted MSME registered agencies will get technical marks as it has 15 valuable marks for turnover</p>	<p>The clause 4.3 Financial Eligibility Criteria is revised to:</p> <p>Financial Eligibility Criteria for bidders registered with MSME or recognised under Startup Odisha/ Startup India (Registered in Odisha) should have minimum Average Annual Turnover of 50 Lakhs</p> <p>Under Technical Evaluation Criteria 5.2: The revised criteria is Bidders recognised under Startup Odisha/Startup India should have an average annual Turnover of 50 Lakhs (10 Marks) and for each additional INR 10 Lakhs - 1 mark</p>
11	<p>The Agency should have a Minimum Average Annual Turnover of INR 01 Crore for the last 3 (Three) financial years (i.e., FY 2019 – 20, FY 2020 – 21, and FY 2021 – 22). Bidders recognized under Startup India (DPIIT), Startup Odisha, or as an MSME under NSIC or relevant State government authorities are exempted from these criteria.</p> <p>However, our organization was incorporated on 21st July 2020 and registered under MSME & Start-Up India. We will be going to complete our 3rd financial year on 31st March 2023 but we have a turnover of more than INR 01 Crore.</p>	<p>Bidders recognised under Startup India, Startup Odisha and MSME should have minimum 2 years of experience</p>
12	<p>The Agency should have successfully completed at least 1 (One) integrated Public Relations project for any Government Department/ PSU / Corporate with an engagement fee not less than INR 20 Lakhs during the last 5 years. The components of the integrated Public Relations project executed.</p>	<p>Bidders recognised under Startup India, Startup Odisha and MSME should have minimum 2 years of experience</p>

	As mentioned in the above section we are registered under MSME & Startup India. Also, it's a humble request you kindly exempt us from 5 years of experience.	
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Further, the revised timeline for Bid Submission is stipulated as follows:

Last date and time for submission of bids	21 st March 2023 at 11.00 AM
Date and time for technical bid opening	21 st March 2023 at 12.00 PM
Date and Time for Technical Presentation	21 st March 2023 at 2.00 PM
Date and Time for Declaring Technical Bid Results	21 st March 2023 at 5.00 PM
Date and Time for Opening of Financial Bids	21 st March 2023 at 5.30 PM
Date and Time for declaration of QCBS results	21 st March 2023 at 6.00 PM
Venue for Technical Presentation	2 nd Floor, Tower "A", Board Room, O-Hub, Bhubaneswar 751024