

Pre-bid meeting for NISM's Request for Proposal (Tender No. NCFE-01/2016)

Minutes

The pre-bid meeting for NISM's Request for Proposal (RFP) from Creative Agencies for NCFE - Financial Literacy and Awareness Campaign was held on 19 September 2016 (Monday) at NISM Bhavan, Navi Mumbai. List of participants is in Annexure 1.

The agenda of the pre-bid meeting was:

- To take the participating agencies through the RFP document.
- To clarify issues and doubts, if any.

The following are the points that emerged from the meeting:

1. Scope of Work (Section V of the RFP, Tender No. NCFE-01/2016, Pages 4-5)

Creation of tapes as per the broadcasting purpose.

It was discussed and agreed by all participating agencies that Digibeta tapes are almost redundant and all media houses either use 'eBus' or accept 'links' of the final release content (TVC/Print/Radio) for broadcasting purpose.

2. Deliverables (Section VII of the RFP, Tender No. NCFE-01/2016, Page 5)

Final Grade rushes and ungraded rushes on HD tape for all languages.

It was discussed and agreed by all participating agencies that the deliverables as per the specifications of the RFP to be submitted by the agency shall include:

- Entire footage, including scenes not incorporated in the audio visual i.e.: Raw stock/Rushes
- All mixed and unmixed SFX, Soundtrack and Voices of master and all 10 languages
- End clean versions of audio-visual without supers and logos for master and all 10 languages
- Final audio-video, master plus all edits (90 sec and 30 seconds), in all languages

All the deliverables shall be given on appropriate storage devices (hard disc eg: tetrabytes etc.) for future usage of NISM.

3. Time Schedule (Section VIII of the RFP, Tender No. NCFE-01/2016, Pages 5-6)

It was requested by the participating agencies to revise the existing time schedule as mentioned in the RFP. Based on the request it was discussed and agreed that for delivering 1 unit of the audio-visual, including all the edits i.e. 3 minutes, 90 seconds and 30 seconds in all languages as specified in the RFP, the existing time schedule will apply. However, for delivering all 3 units as per the specification and as mentioned in the deliverables in RFP, the revised time schedules stand as:

#	Particulars	Timeline
1	Submission of Scripts/ Storyboard	Within 15 Days from WO/LOI
2	Shooting of video/ development of graphics, animation, etc./voice and sound recording/ editing	Within 30 Days from WO/LOI
3	Submission of first-cut of 3 audio-visuals in English language	Within 40 Days from WO/LOI
4	Final delivery of 3 audio visuals in English language	Within 50 Days from WO/LOI
5	Submission of all final deliverables	Within 60 Days from WO/LOI

The above timeline will start from the date of issue of Work Order (WO) or Letter of Intent (LOI) by NISM.

4. Payment Terms (Section IX of the RFP, Tender No. NCFE-01/2016, Pages 6-7)

Participating agencies requested that the payment terms may be revised as per the standard industry norms and practices. However, NISM has decided that it remains the same as outlined in the RFP.

5. Minimum Qualification Criteria (Section X of the RFP, Tender No. NCFE-01/2016, Pages 7-8)

Agency should have been in existence in India since April 1, 2013 and should have office in Mumbai (point 3).

The above now stands revised as:

Agency should have been in existence in India since June 1, 2013 and should have office in Mumbai.

Agency should not be earning more than 50% of its total income from top three clients during FY 2015-16 (point 4).

However, agencies failing to meet this criterion have to furnish an amount equivalent to execute a Performance Guarantee for 5% of the total value of the agreement in the form of Account Payee Demand Draft or a Bank Guarantee from a scheduled bank. This is over and above the 5% Performance Guarantee as mentioned under the General Conditions (Section XVI, Pages 12-14) of the RFP.

6. Henceforth, this entire document is to be considered as an amendment to the RFP (Tender No. NCFE-01/2016). This is being issued by NISM to the creative agencies for the purpose of submitting their proposals for NCFE - Financial Literacy and Awareness Campaign.

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Annexure 1: List of Participants

#	NISM	
1	Shri G P Garg	
2	Shri Sandeep K Biswal	
3	Ms Nidhi Murdia	
4	Ms Pragya Pani	
	Creative Agencies	
1	Sanjeevani Advertising	Mr. Santosh Somshekharan
		Mr. Akshat Singh
2	Network Advertising Pvt. Ltd.	Ms. Vanadana Mirchandani
		Mr. Arunashish Choudhary
		Mr. S. Alex Edwin
3	Raa Media Pvt. Ltd.	Mr. Pratyush Bhaskar
		Mr. Rajiv Gupta
4	Livepixel Technologies	Ms. Rupali Chaturvedi
5	Goldmine Advertising	Ms. Tejal Vaidya

*Mr Nitin Tike, SVP, NISM couldn't attend this meeting.