

F. No. K-11053(5313)/23/2020-LH
Government of India
Ministry of Fisheries, Animal Husbandry and Dairying
Department of Animal Husbandry and Dairying

Krishi Bhawan, New Delhi
Date: 28.5.2020

Minutes of the Pre bid meeting for RfP for engaging a Professional Communication Agency (PCA), GoI held on 15.5.2020 at 3.00 p.m. through VC.

A pre bid meeting was held on 15.5.2020 at 3.00 p.m. through VC for RfP for engaging Professional Communication Agency (PCA) vide Tender No. **K-11053(5313)/1/2020-LH** uploaded on E-procurement system Government of India on 18.3.2020.

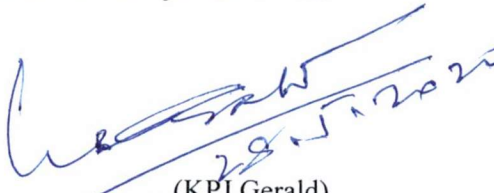
2. Representatives from following Professional Communication Agencies attended this meeting.

DETAILS OF BIDDERS, WHO ATTENDED THE BID MEETING ON 15TH, MAY 2020

NAME OF BIDDER	CONTACT NUMBER	EMAIL	ABSENT/PRESENT
M/s Alaknanda advertising Pvt ltd	9810002053 / 9999149983	northbranch@alaknandaindia.com	present
Creativeland Asia Advertising Pvt Ltd	961-992-14819	govsbu@creativelandasia.com	present
Price Water Cooper	9999221137	sachin.singhal@pwc.com	present
IKON consultants	9350581200	shrivastavanupam@gmail.com	present
TCP Advertising Pvt Ltd	8563986399	tcpadvertising@gmail.com	present
INFINITY ADVERTISING SERVICES PVT LTD	7290001710	tender@infinityadv.com	present
India News Communications Limited	8287993319	info@inclgroup.com, navin@inclgroup.com	present
Adfactors Advertising LLP	9899027707	dinesh.dhiman@adfactorsadvertising.com; prakhar@adfactorsadvertising.com	present

3. Pre-bid queries sought by prospective bidders have been received through email by this Department. The queries of the Agencies have been noted. The response to the queries of the Agencies is given at Annexure I.

4. The meeting ended with a vote of thanks to the Chair.


(KPJ Gerald)
Deputy Secretary to Govt of India
DAHD, New Delhi
Ph- 011-23383340

Annexure I

(1) Bidder Name: M/s ALAKNANDA ADVERTISING PVT LTD Bidder Contact no.: 9810002053 / 9999149983 Bidder email id: northbranch@alaknandaindia.com

S. No.	Clause No and Page No	Content of RFP Requiring Clarification	Change Requested/ Clarification required	Response from DAHD
1	Pt no. 2.3 EARNEST MONEY DEPOSIT Page No. 9	An Earnest Money Deposit in the form of a Demand Draft/ Bank Guarantee, from a scheduled Indian Bank in favour of Pay and Account Officer, DAHD, New Delhi, payable at New Delhi, for the sum of Rs. 3,00,000/- (Rupees Three Lakh Only) shall be required to be submitted by each Applicant. The Bank Guarantee shall be in the format of Form 3H.	Our advertising agency is registered with MSME and as a registered unit we are entitled to exemption on all tender EMD. Kindly revert if we can avail this facility with respect to your tender invitation	The MSME Clarification (f) dated 28.3.2016 regarding extension of benefit of Exemption from Security Deposit / performance bank guarantee, states that it is for the procuring agency to decide as to whether exempt the MSEs from depositing bank guarantee. As such, it is clarified that the Security Deposit / performance bank guarantee would be required in terms of the Tender Bid Document. Further, the Procurement Policy Division, Department of Expenditure's O.M. dated 13.5.2020 provides Guidelines relating to Performance Security in terms of Rule 171 of DFRs and shall apply only in respect of such non-performance as can be attributed to a lockdown situation or restrictions imposed under any Act or executive order of the Government/s on account of Covid-19 global pandemic.

(2) Bidder Name: Creativeland Asia Advertising Pvt Ltd Bidder Contact no.:961-992-14819
Bidder email id:govsbu@creativelandasia.com

S. No.	Clause No and Page No	Content of RFP Requiring Clarification	Change Requested/ Clarification required	Response from DAHD
1	Clause: 2.3.1 Page No.: 9	Creativeland Asia is registered as MSME. Hence, do we need to submit Earnest Money Deposit (EMD)?	Clarification required	The MSME Clarification (f) dated 28.3.2016 regarding extension of benefit of Exemption from Security Deposit / performance bank guarantee, states that it is for the procuring agency to decide as to whether exempt the MSEs from depositing bank guarantee. As such, it is clarified that the Security Deposit / performance bank guarantee would be required in terms of the Tender Bid Document.

				Further, the Procurement Policy Division, Department of Expenditure's O.M. dated 13.5.2020 provides Guidelines relating to Performance Security in terms of Rule 171 of DFRs and shall apply only in respect of such non-performance as can be attributed to a lockdown situation or restrictions imposed under any Act or executive order of the Government/s on account of Covid-19 global pandemic.
2	Clause: 2.3.2 Page No.: 9	Creativeland Asia is a Mumbai based organization. In midst of nationwide lockdown and Mumbai itself being one of the prime red zones, it will be difficult to deliver hard copy of EMD. Will scanned copy of the same suffice? Or is there any provision for RTGS/NEFT?	Clarification required	Scanned copies of Tender Fee and EMD instrument is to be uploaded with techno-commercial bid and original copy should be provided to this office prior to opening of bid. The facility of Speed Post may be availed.

(3)BidderName: Price Water Cooper BidderContactno.:9999221137 Bidder email id:sachin.singhal@pwc.com

S No	Clause No and Page No	Content of RFP Requiring Clarification	Change Requested/ Clarification required	Response from DAHD
1.	2.6.5 Pno 14	Minimum Qualification Criteria; Only those agencies/ lead member empanelled with DAVP (Directorate of Advertising and Visual Publicity) should send their application against this RFP	This clause limits competitors' landscape. Bidder requests removal of this clause for better competition and submission of quality proposals.	The Minimum Qualification Criteria remains as per the RFP.
2.	2.6.6 Pt.4 Pno 15	Profile of resources proposed full time at DAHD: <ul style="list-style-type: none"> • Team Leader: 15 marks (1 mark qualifications, 4 marks relevant experience) • Communications Specialist: 15 marks (1 mark qualifications, 4 marks relevant experience) • Other resources (5): 2 marks per resource (0.5 mark qualifications, 1.5 marks relevant experience) 	Bidder requests to provide breakup of remaining 10 marks for both Team Leader and Communications specialist	As per the RFP, the weightage of marks is in 1:4 ratio for Team Leader & Communications Specialist.
3.	2.6.6 Pt.4 Pno 15	Profile of resources proposed full time at DAHD: <ul style="list-style-type: none"> • Team Leader: 15 marks (1 mark qualifications, 4 	Bidder requests clarification on Other resources required for the engagement	Other Resources include the proposed team members of the PCA besides Team Leader and Communication Specialist. Please refer to

		marks relevant experience) <ul style="list-style-type: none"> • Communications Specialist: 15 marks (1 mark qualifications, 4 marks relevant experience) • Other resources (5): 2 marks per resource (0.5 mark qualifications, 1.5 marks relevant experience) 		Annexure B of the RFP for further details.
4.	Annexure B Pno 65,66	Team Structure 1. Team Leader 2. Creative writer (two to three) 3. Social Media Expert (one for each programme) 4. Creative Design expert (two to three) 5. Communication and Branding Specialist	Bidder requests clarification on number and type of resources needed for engagement. According to clause 2.6.6, team of 7 (Team leader, communication specialist and 5 other resources) would be evaluated, however annexure B lists down 5 roles, with varying numbers as per requirement	The list of roles in Annexure B is illustrative. The agency is responsible to deploy resources it requires to complete indicated deliverables on time.
5.	Section 5: Terms of Reference 5.1 Scope of Work Pno 48	The duration of operation of agency would be 2 years (24 months) extendable by one more year (12 months) based on satisfactory performance. DAHD will depute a nodal person to liaison with the selected agency on all communication related matters.	Bidder request clarification on number of years the duration of contract can be extendable. As per Clause 5.1.a , extendable upto one more year (12 months) , based on satisfactory performance. As per Clause 5.3 , The contract will be for a period of 2 years extendable for one more year subject to satisfactory performance. As per Clause 5.5 - Duration of the engagement of PCA would be 2 years, which can be extended up to a maximum of 36 months subject to satisfactory performance on the same terms and conditions with escalation in the commercial fee every 12 months	As per the RFP, The duration of the contract is for 2 years and is extendable for an additional 1 year.
6.	2.6.6, Pt 2 Pno 15	Sample creatives (1 TVC script, 1 paper ad design and 1 hoarding/ wall-writing design per programme, on any topic or theme, relevant to the particular programme) The bidder will have to certify that each of the creatives have been prepared by the respective proposed resources for each programme.	Bidder request clarification on the clause - The bidder will have to certify that each of the creatives have been prepared by the respective proposed resources for each programme. The sample creatives that will be part of the proposal will show bidders past experience. Can the sample creatives prepared by resources other the proposed resources be included in the same, which shows experience of the bidder. Also, if the Sample Creatives prepared by Bidder is by a resource who has left the bidder's organization, then can we consider	All sample creatives must be prepared by the proposed creatives as per the RFP.

			that Sample Creative as part of Technical Evaluation, since this will not be prepared by respective proposed resource.	
7.		Limitation of Liability	<p>Bidder requests to limit consultant's liability to 1X of the total contract value. This is as per GFR and the guidelines issued by Meity. It is also the normal industry practice. Department may consider including the following language:</p> <p>Purchaser/Department agrees that Consultants total liability for all claims connected with the services or this agreement (including but not limited to negligence), whether in contract, tort, statute, indemnities or otherwise, is limited to one time the professional fees paid / payable for the services.</p> <p>Purchaser/Department agrees that Consultant will not be liable for (i) loss or corruption of data from Department's systems, (ii) loss of profit, goodwill, business opportunity, anticipated savings or benefits or (iii) indirect or consequential loss.</p>	The consultant's liability remains as per the RFP.
8.		Indirect and consequential losses are not excluded from liability	<p>Department is requested to include to clause to state that bidder will not be liable for any indirect and consequential losses or damages. This is as per GFR and Meity guidelines and also the industry standard. Even the law, Contract Act, stipulates and remote and consequential damages are not payable. Department is requested to include the below clause:</p> <p>Purchase/Department agrees that Consultant will not be liable for (i) loss or corruption of data from Department's systems, (ii) loss of profit, goodwill, business opportunity, anticipated savings or benefits or (iii) indirect or consequential loss.</p>	No change in the clauses of the RFP.
9.		Confidentiality Obligations	Client is requested to consider that we may have to disclose information for successful accomplishment of work and for regulatory and internal compliance purposes. However, to the extent legally permissible, we will ensure that even if the information is disclosed to any third party, such parties maintain confidentiality of such information. Client is therefore requested to kindly	No change in the clauses of the RFP.

			include the following clause: Consultant may disclose confidential information: (a) to its employees, directors, officers and subcontractors, on a need to know basis, as required for performance of services, provided such employees, directors, officers and subcontractors are bound by confidentiality obligations; (b) where required by applicable law or regulation or for regulatory and compliance (both internal and external) purposes.	
10.		Confidentiality Obligations	Please appreciate that this is a prestigious project for us and we would like to showcase this project in our future proposals. We request client to allow us to refer to Department and the services we have performed for Department for citation / reference purposes, as long as we do not disclose Department's confidential information.	Guidelines of the RFP must be followed.
11.	4.1.3 Pno 60	Indemnity for breach of contract obligations	There are several remedies available under law and contract to Department for such breach of obligations. For eg, there are penalties and LDs that may be imposed for some of these breaches. Seeking indemnities for such breaches frustrates the entire purpose of such remedies available to Department. We understand that remedies other than indemnity will be sufficient for such breaches. We request Department to kindly delete this section. If Department still insist on retaining this section, then we request Department to at least make them subject to overall cumulative liability cap of total contract value and subject to final determination of court/arbitrator.	No change in the clauses of the RFP.
12.	4.1.3 Pno 60	Indemnity for: (a) breach; (b) alleged negligent, reckless or otherwise wrongful act or omission of the PCA including professional negligence or misconduct; (c) any Services related to or rendered pursuant to the Work Order	The indemnification clause is too vague and obligations are widely worded. Engagement Team to explain to the Client that save for a balanced third party IPR infringement indemnity and a balanced reciprocal indemnity for death/bodily injury, PwC is unable to provide other multiple indemnities in the manner as proposed in the Contract. We believe that either side will have full and adequate contractual/ legal recourse to address the other	No change in the clauses of the RFP.

			<p>situations, thereby avoiding the need for the other multiple indemnities that have been currently sought in the Contract. Alternatively, kindly cap these indemnities to limitation of liability cap or one time the fees payable to us under this Agreement.</p> <p>Also, since "negligence" is capable of subjective determination. Hence we request Department to replace the word "negligence" with "fraud" and "dishonesty" which have a crystallised understanding.</p>	
13.		Restrictions due to COVID 19.	<p>Due to the ongoing Covid 19 scenario bidder requests to add following clause to RFP:</p> <p>"If there are any circumstances that reasonably restrict or affect the ability of bidder's personnel to travel or to be physical present at any specific office/location, then without prejudice to Department's obligations (including Department's payment obligations), Department shall allow such personnel to work from home or other remote location till the time such circumstances exist"</p>	The Procurement Policy Division, Department of Expenditure's O.M. dated 13.5.2020 provides Guidelines relating to Performance Security in terms of Rule 171 of DFRs and shall apply only in respect of such non-performance as can be attributed to a lockdown situation or restrictions imposed under any Act or executive order of the Government/s on account of Covid-19 global pandemic.
14.	3.3.2 Pno 57	IPR	<p>There are innumerable IPRs that exist with us which we would like to use to your benefit while delivering our services to you. These are our pre-existing IPRs and we use it for all clients. We will not be able to give ownership in such IPRs to you just because we are using them for providing services to you, like we use these for other clients. We request that we are allowed to retain ownership of our pre-existing IPRs, else we might be not be able to use these in providing services to you in order to protect our ownership in them.</p>	Clarifications is as below

Para 3.3 of Page 57 of RFP relating to IPR reads,

3.3.1: DAHD to own intellectual property created: All rights to any intellectual property conceived or produced by the PCA for the Client in the course of performing the Professional Communication (Consultancy) Services and all information (including information that is in electronic form), working papers, reports or other papers collected or produced by the PCA for the purpose of providing the Professional Communication (Consultancy) services are the property of the Client from the date that property is created or developed and the PCA waives in favour of the Client any moral rights that the PCA may have.

3.3.2: Existing intellectual property: Despite anything to the contrary contained in this Agreement, it is understood and agreed that the PCA shall retain all of its rights in its proprietary information including, without limitation, its methodologies and methods of analysis, ideas, concepts, expressions, know how, methods, techniques, skills, knowledge and experience possessed by the PCA prior to, or acquired by the PCA during, the performance of this Agreement and the PCA will not be restricted in any way with respect to the same.

3.3.3: On termination or completion: Not more than five (5) Business Days following the date of termination of this Agreement (for whatever reason) or completion of the Professional Communication (Consultancy) Services, the PCA will deliver to the Client all information (including information that is in electronic form), Confidential Information, intellectual

			Kindly clarify? If the communication strategy has to be evidence based; the 21 days is too sort...suggested time-frame would be 75 days .	
2	Page-11 Clause 2.4.7 i	All costs associated with the assignment...	Can there be location of deployment be other than Delhi? If yes, expected man-days outside Delhi in a years?	As clarified below
<p>While the PCA may have its Registered Office anywhere in India, Clause 2.4.7(ii) of Page 11 of RFP states that the Agency may have to travel to different States at any given point of time. In such cases, the transportation charges shall be borne by the Client based on approved norms of the department and in consultation with IFD, DAHD.</p> <p>Further, Annexure B: Team Structure at pages 65-67 of the RFP inter-alia states that, The selected agency will mandatorily depute the following personnel for the duration of the contract with DAHD. All resources will need to be based at DAHD (i.e. Krishi Bhawan, New Delhi) on full-time basis for the duration of the contract: Team Leader (one), Creative Writer (two to three), Social Media Expert (one for each programme), Creative Design Expert (two to three), and Communication and Branding Specialist(one).</p> <p>In addition, the agency shall deploy requisite resources as may be required to complete the deliverables in a time-bound fashion as per the Scope of Work and Deliverables given elsewhere in this RFP. The type of resources indicated above are only illustrative, it shall be the sole responsibility of the selected agency to deploy additional resources at no extra cost to DAHD, if required to complete indicated deliverables on time.</p>				
	Page-11 Clause 2.4.7 i	Including secondary and primary data....	Do DAHD expect primary and secondary data to be collected under this assignment? If yes, pls give sample size?	Yes, primary and secondary data is to be collected as per the RFP.
	Page-11 Clause 2.4.7 ii	Cost of travel to be borne by client	Travel cost for production of communication materials would also be reimbursed?	No please in terms of Clause 2.4.7(i) of Page 11 of RFP
	Page-11 Clause 2.4.7 iii	TDS deduction	This assignment has consultancy as well as Production of communication materials etc. The TDS on consultancy and TDS on production are different. Kindly confirm this from Finance of DAHD, so as to leave no scope of difference of opinion at any stage on this? Do DAHD expect urban also as its targeted audience?	The deduction TDS would be applicable as per the Income Tax Rules, as amended from time to time. The Schemes of the DAHD are being implemented throughout the country irrespective of whether it is a rural or urban area. The targeted audience will be determined as per DAHD's various schemes.
	Page-15 Clause 2.6.6 Point 4	Some discrepancy in Score for Team Leader and Communication Specialists	Total of score for qualification and experience is 5, whereas total number assigned is 15. Please clarify.	As per the RFP, the weightage of marks is in 1:4 ratio for Team Leader & Communications Specialist.
	Page-15 Clause 2.6.6 Point 4	It is evident from this clause, that DAHD desires to evaluate CV of 7 professionals	We are sure that to complete this assignment within stipulated time, more than 7 professionals would be needed. Kindly specify CV of which 7 professionals DAHD desires to evaluate?	Clarification given below
<p>Annexure B: Team Structure at pages 65-67 of the RFP inter-alia states that, The selected agency will mandatorily depute the following personnel for the duration of the contract with DAHD. All resources will need to be based at DAHD (i.e. Krishi Bhawan, New Delhi) on full-time basis for the duration of the contract: Team Leader (one), Creative Writer (two to three), Social Media Expert (one for each</p>				

<p>programme), Creative Design Expert (two to three), and Communication and Branding Specialist(one).</p> <p>In addition, the agency shall deploy requisite resources as may be required to complete the deliverables in a time-bound fashion as per the Scope of Work and Deliverables given elsewhere in this RFP. The type of resources indicated above are only illustrative, it shall be the sole responsibility of the selected agency to deploy additional resources at no extra cost to DAHD, if required to complete indicated deliverables on time.</p> <p>While DAHD will be providing seating space to the team (for full time resources); all software and hardware (including laptops, data cards/router with internet connection, software for creative design, etc.) required for executing the job will be provided by the agency themselves at their own cost.</p> <p>As such, the profiles are required in respect of Team Leader (one), Creative Writer (two to three), Social Media Expert (one for each programme), Creative Design Expert (two to three), and Communication and Branding Specialist(one).</p>			
<p>Page-15 Clause 2.6.6 Point 4</p>		<p>Can we propose Team Leader cum Communication Specialist? If one can get this combination, this would be more prudent and financially competitive.</p> <p>If yes, How DAHD would do the marking?</p> <p>Can we think of Team of advisors instead of Communication specialist, in case DAHD agrees for Team Leader cum Communication Specialist?</p>	<p>No please. Annexure B: Team Structure at pages 65-67 of the RFP inter-alia states that, The selected agency will mandatorily depute the following personnel for the duration of the contract with DAHD. All resources will need to be based at DAHD (i.e. Krishi Bhawan, New Delhi) on full-time basis for the duration of the contract: Team Leader (one), Creative Writer (two to three), Social Media Expert (one for each programme), Creative Design Expert (two to three), and Communication and Branding Specialist(one).</p>
<p>Page-15 Clause 2.6.6 Point 4</p>	Other Resource 5	<p>DAHD should specify the technical competence other resources, based on its priorities?</p> <p>There is some indication at Page65, 66 and 67, but total number of professional is 13</p>	<p>Clarification given below</p>
<p>Annexure B: Team Structure at pages 65-67 of the RFP inter-alia states that, The selected agency will mandatorily depute the following personnel for the duration of the contract with DAHD. All resources will need to be based at DAHD (i.e. Krishi Bhawan, New Delhi) on full-time basis for the duration of the contract: Team Leader (one), Creative Writer (two to three), Social Media Expert (one for each programme), Creative Design Expert (two to three), and Communication and Branding Specialist (one).</p> <p>As such, the term OTHER RESOURCES mentioned in Para 2.6.6(4) at page 15 of the RFP would be excluding the Team Leader (one) and Communication and Branding Specialist(one).</p>			
<p>Page-16 Clause 2.6.6</p>	The Team Proposed shall be stationed at DADH Office in Krishi Bhawan	<p>Since it is a deliverable based assignment and in the new circumstances of “social distancing”, we would suggest DHAD to remove this clause. As any change in this, at later stage would have cost implication.</p> <p>In case, DHAD decides not to remove this clause, we would also request DAHD to kindly identify out of the 6 deliverables, which all has to be done by the seven (7) professionals based out of Krishi Bhawan Office. As we are sure to complete this consultancy assignment within stipulated time,</p>	<p>No change in the clauses of the RFP.</p>

			<p>PCA would need more than 7 professionals.</p> <p>Moreover once Communication Strategy is developed and approved, we do not visualize more than 10 to 12 man-days of Team Leader and Communication Specialists on an average per month.</p> <p>In-case DAHD envisage any role for them (Team Leader and Communication Specialists) beyond 6 deliverables, kindly clarify.</p>	
<p>Page-16 Clause 2.6.6</p> <p>And</p> <p>Page 65 and 66</p>	The team structure	<p>There is difference in Team Structure in Page 16 Clause 2.6.6 (Team of 7)</p> <p>And Team explained on PAGE 65, 66 AND 67 (Team of 13)</p> <p>Actually to complete this assignment in time PCA would need more than 13 professionals.</p> <p>i. 7 DAHD would like to evaluate CV of which 7 professionals?</p> <p>ii. Who all are to be placed at Krishi Bhawan?</p> <p>iii. What all deliverables has to be responsibilities of team based out of Krishi Bhawan?</p>	Clarification given below	
<p>The clause cannot be removed.</p> <p>Annexure B: Team Structure at pages 65-67 of the RFP inter-alia states that, The selected agency will mandatorily depute the following personnel for the duration of the contract with DAHD. All resources will need to be based at DAHD (i.e. Krishi Bhawan, New Delhi) on full-time basis for the duration of the contract: Team Leader (one), Creative Writer (two to three), Social Media Expert (one for each programme), Creative Design Expert (two to three), and Communication and Branding Specialist(one). All the deliverables given in the RFP are to be provided by the PCA as a complete unit.</p>				
<p>Page 16 Clause 2.6.9</p>	Designing of print and outdoor creative Unit sq cm	Can DAHD change it to cost per art-work instead of sq cm...as this may create mis-interpretation?	No change in the clauses of the RFP.	
<p>Page 16 Clause 2.6.9</p>	Small Documentary	The cost has to include travel of team for shoot or record or will be reimbursed as travel reimbursement?	No please in terms of Clause 2.4.7(i) of Page 11 of RFP	
<p>Page 16 Clause 2.6.9</p>	Small Documentary	Duration of Small Documentary would be specified or we have to quote per 60 sec?	The rate card will be per 60 seconds.	
<p>Page 16 Clause 2.6.9</p>	Financial Bid evaluation	<p>Since rate of each of the 6 deliverables are factored in Financial bid in 4B (i) what advantage it will have to again consider rate of each communication materials?</p> <p>We will suggest to remove it?</p>	While Form 4B(i) at page 46 of the RFP relating to Fixed Price Bid, would give the overall total cost, the item-wise breakup in Clause 2.6.9 at page16 of the RFP would provide the detailed information.	
<p>Page 39</p>	Dependency	What does this mean in the present context?	Dependencies are the relationships among tasks	

				<p>which determine the order in which activities need to be performed. Dependencies are the relationships of the preceding tasks to the succeeding tasks. Tasks may have multiple preceding tasks and multiple succeeding tasks. The most common dependency relationship is a finish-to-start relationship. Task P (predecessor) must be finished before task S (successor) can start.(Refer Uniform Resource Locator(URL) / Web Address: https://www.projectinsight.net/project-management-basics/task-dependencies</p>
	Page 46 Clause 4B i	Cost Cost against deliverables (as per rate card) in clause 2.9 (D) (A1)	<p>There seems to be no 2.9 (d) clause</p> <p>If there any format for A1, A2 and A3?</p> <p>If yes please provide</p>	<p>It is a typographical error and the Cost against deliverables (as per rate card) in clause 2.9 (D) (A1) <u>may be read as</u> Para 5.2(d) at pages 49-50 of the RFP under Deliverables and Timelines.</p>
<p>(5) Bidder Name: TCP Advertising Pvt Ltd Bidder Contact no.: 8563986399 Bidder email id: tcpadvertising@gmail.com</p>				
S.No	Clause No and Page No	Content of RFP Requiring Clarification	Change Requested/ Clarification required	Response from DAHD
1	Clause: 2.3.1 Page No.: 9	TCP Advertisings registered as MSME. Hence, do we need to submit Earnest Money Deposit (EMD)?	Clarification required	<p>The MSME Clarification (f) dated 28.3.2016 regarding extension of benefit of Exemption from Security Deposit / performance bank guarantee, states that it is for the procuring agency to decide as to whether exempt the MSEs from depositing bank guarantee. As such, it is clarified that the Security Deposit / performance bank guarantee would be required in terms of the Tender Bid Document.</p> <p>Further, the Procurement Policy Division, Department of Expenditure's O.M. dated 13.5.2020 provides Guidelines relating to Performance Security in terms of Rule 171 of DFRs and shall apply only in respect of such non-performance as can be attributed to a lockdown situation or restrictions imposed under any Act or executive order of the</p>

				Government/s on account of Covid-19 global pandemic.
2	Form 3G Page No.: 30	Power of Attorney to be submitted in letterhead or Stamp paper in case of Private Limited Company without any consortium?	Clarification required	Power of Attorney document is to be submitted on stamp paper.
3	Clause: 2.6.2 Page No.: 12	Financial bid of all agencies who have presented will be opened? Or agencies which qualify the physical presentation around?	Clarification required	The Financial bids of the bidders who qualify Technical Evaluation will be opened.
4	Clause: 5.1.b Page No.: 48	No specific brief of individual programs is given. Kindly mention program objective, target audience, demography and challenges. Accordingly creative and media plans will be done.	Clarification required	The detailed brief including programme objective, target audience, demography and challenges in respect of each of the five programmes viz. National Animal Disease Control Programme, Rashtriya Gokul Mission, National Dairy Development Programme, Dairy Entrepreneurship Development Scheme, and National Livestock Mission, which overarches into a broader "Livestock Sector Transformation" brand for DAHD, would be provided upon the final selection of the PCA.

(6) Bidder name: INFINITY ADVERTISING SERVICES PVT LTD Contact: 7290001710 E Mail: tender@infinityadvt.com

S.No	Clause No and Page No	Content of RFP Requiring Clarification	Change Requested/ Clarification required	Response from DAHD
1	Clause 2.6.4 of Pg 13	Clarification of the Consortium	As per the RFP the eligibility as a consortium minimum of # member team, so can the collaborating agencies work experience we can give and in that scenario are we qualify as the lead agency in the consortium	A Consortium of a maximum of three (3) members is allowed wherein each of the members should separately be a Registered company and operating for the last ten years. The Lead Member of the Consortium is required to fulfill the conditions given under Clause 2.6.4(d) of Pg 13 of the RFP
2	2.6.5 pg 14 2.6.10 pg 17 2.6.5 pg 13	Technical Technical Technical Commercial Technical	1. What is the Criteria for score in CV part. 2. We request for more specific criteria in arriving at L1 rates 3. whether any exemption is provided for MSME agency for EMD 4. We want little celerity on commercial aspect like RFP says rates should not be above DAVP rates.	1.& 2.: Criteria will be as per RFP 3. The MSME Clarification (f) dated 28.3.2016 regarding extension of benefit of Exemption from Security Deposit / performance bank guarantee, states that it is for the procuring agency to decide as to whether exempt the MSEs from depositing

			<p>5. We want little celerity on payment cycle</p> <p>6. We want to see previous work of communication of the department.</p>	<p>bank guarantee. As such, it is clarified that the Security Deposit / performance bank guarantee would be required in terms of the Tender Bid Document.</p> <p>Further, the Procurement Policy Division, Department of Expenditure's O.M. dated 13.5.2020 provides Guidelines relating to Performance Security in terms of Rule 171 of DFRs and shall apply only in respect of such non-performance as can be attributed to a lockdown situation or restrictions imposed under any Act or executive order of the Government/s on account of Covid-19 global pandemic.</p> <p>4. Rates to be as per the RFP. 5. Payment cycle will be as per RFP. Please refer to clause 5.2 and 5.3 for further details. 6. Previous work may be seen on DAHD's website.</p>
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(7) Bidder Name: India News Communications Limited Bidder Contact no.: 8287993319
Bidder email id: info@inclgroup.com, navin@inclgroup.com

S.No	Clause No and Page No	Content of RFP Requiring Clarification	Change Requested/ Clarification required	Response from DAHD
1	<p>Section 5: Terms of Reference Scope of Work</p> <p>b) Broadly, the scope of work for the agency will encompass three objectives:</p>	<p>iii. Effectively disseminate information about these flagship Missions' various initiatives to national and international media.</p>	<p>Need clarifications on type and platforms etc. required by DAHD on International media if any</p>	<p>At present, it would be through the Government of India's and DAHD's websites, as also through Audio-Visual products, posters, collaterals, hoardings and banners for outdoor publicity as well as on electronic and social media sites and properties. This would be finalised by the PCA in consultation with the DAHD.</p>
2	2.3. Earnest Money Deposit	<p>An Earnest Money Deposit in the form of a Demand Draft/ Bank Guarantee, from a scheduled Indian Bank in favour of Pay and Account Officer, DAHD, New Delhi, payable at New Delhi, for the sum of Rs. 3,00,000/- (Rupees Three</p>	<p>We are an MSME registered Company, and as per the Govt. tender procurement policy, EMD and Tender Fee are exempted</p> <p>Please allow MSME certificate regarding exemption of EMD.</p>	<p>The MSME Clarification (f) dated 28.3.2016 regarding extension of benefit of Exemption from Security Deposit / performance bank guarantee, states that it is for the procuring agency to decide as to whether exempt the MSEs from depositing</p>

		Lakh Only) shall be required		<p>bank guarantee. As such, it is clarified that the Security Deposit / performance bank guarantee would be required in terms of the Tender Bid Document.</p> <p>Further, the Procurement Policy Division, Department of Expenditure's O.M. dated 13.5.2020 provides Guidelines relating to Performance Security in terms of Rule 171 of DFRs and shall apply only in respect of such non-performance as can be attributed to a lockdown situation or restrictions imposed under any Act or executive order of the Government/s on account of Covid-19 global pandemic.</p>
3	Language for Production of AV/Radio Jingles	Languages is not specified in the RFP	Need clarification on the Language for Development/production of AV	<p>The five programmes viz. National Animal Disease Control Programme, Rashtriya Gokul Mission, National Dairy Development Programme, Dairy Entrepreneurship Development Scheme, and National Livestock Mission, which overarches into a broader "Livestock Sector Transformation" brand for DAHD, are all National Programmes and are implemented on a pan-India level. As such, the the Language for Development / production of AV would include the major Indian languages.</p>
4	DAHD Events and other Query	Quantity of events and type, location of events is not mentioned in the RFP	<p>Please define quantities and location of events which will be organised by DAHD during the contract and nature of events,</p> <p>Please explain?</p> <p>What kind of events will be organised, when events will be happen and whom will be targeted?</p> <p>Should the agency has prior experience of such kind of events And Such kind of agency will be given weighted as value added?</p> <p>Company who has done</p>	<p>As per RfP, however the location, nature etc of the events shall be based as per provision in DAHD schemes.</p>

			<p>communications campaign for Agri based clients will get added advantage Please let us know?</p> <p>Communications plan targeting to the farmers and village will get added advantage?</p> <p>Agency with strong bandwidth reach within villages area will get added advantage as COVID-19 scenario as Such bandwidth will definitely help to reach out the farmers and overcome the CISIS situations , dissemination in the ground is as important as creating communications for DAHD.</p>	
	Research Required by PCA Agency	Need Clarifications	Will there be any ground research required in this Project?	Yes, please refer to RFP for further details.
(8) Sreshtha Communications				
S.No	Clause No and Page No	Content of RFP Requiring Clarification	Change Requested/ Clarification required	Response from DAHD
	11	2.4.7. ii. The Agency may have to travel to different States at any given point of time. In such cases, the transportation charges shall be borne by the Client based on approved norms of the department and in consultation with IFD, DAHD	Does this include Accommodation and other expenses in case of travel?	Reimbursement of funds will be as per clauses mentioned in the RFP. Please refer to section 5.4 for further details.
	11	All the costs associated with the Assignment shall be included in the Financial Proposal. These shall normally cover remuneration for all the personnel (Expatriate and Resident, in the field, office, etc.), local transportation at the location of deployment, equipment, printing of documents, secondary and primary data collection , etc.	Is research also part of the scope? Detailed scope of research required for the costing process	Yes, please refer to RFP for details.
	12	2.5.3 The Applicant shall submit his proposal in two covers containing details of EMD, Pre-Qualification Proposal, Technical Proposal (Cover-1) and Financial Proposal (Cover-2) respectively, on e-procurement portal	Two cover in e-procurement portal -Should we Zip all the files on Technical Proposal and make it a file?	There is a separate input box on the CPPP for every separate file. Please go as per instructions on CPPP.
	14	2.6.5 Minimum Qualification Criteria; Only those agencies/ lead	What category empanelment is required? We are empanelled with DAVP for	The mentioned empanelment meets the criteria of the RFP

		member empanelled with DAVP (Directorate of Advertising and Visual Publicity) should send their application against this RFP	Multimedia, Print media and AV.	
	14	2. Registration: Applicant should have been operating for last ten years	Delhi office or organizations period of operation?	The organization's period of operation should be at least 10 years.
	14	5. Turnover from services Certificate from statutory auditor /audited financial statements for the three previous financial years regarding total revenues from professional fees	Need clarity on the Professional Fee	Clarification given below

As per Section 194-J of the Income-tax Act, 1961 **as amended by Finance Act, 2019 (No. 2)**, the **Fees for professional or technical services** is,

194J. (1) Any person, not being an individual or a Hindu undivided family, who is responsible for paying to a resident any sum by way of—

- (a) fees for professional services, or
- (b) fees for technical services, or
- (ba) any remuneration or fees or commission by whatever name called, other than those on which tax is deductible under section 192, to a director of a company, or
- (c) royalty, or
- (d) any sum referred to in clause (va) of section 28,

shall, at the time of credit of such sum to the account of the payee or at the time of payment thereof in cash or by issue of a cheque or draft or by any other mode, whichever is earlier, deduct an amount equal to ten per cent of such sum as income-tax on income comprised therein :

Provided that no deduction shall be made under this section—

- (A) from any sums as aforesaid credited or paid before the 1st day of July, 1995; or
- (B) where the amount of such sum or, as the case may be, the aggregate of the amounts of such sums credited or paid or likely to be credited or paid during the financial year by the aforesaid person to the account of, or to, the payee, does not exceed—

- (i) thirty thousand rupees, in the case of fees for professional services referred to in clause (a), or
- (ii) thirty thousand rupees, in the case of fees for technical services referred to in clause (b), or
- (iii) thirty thousand rupees, in the case of royalty referred to in clause (c), or
- (iv) thirty thousand rupees, in the case of sum referred to in clause (d) :

Provided further that an individual or a Hindu undivided family, whose total sales, gross receipts or turnover from the business or profession carried on by him exceed the monetary limits specified under clause (a) or clause (b) of section 44AB during the financial year immediately preceding the financial year in which such sum by way of fees for professional services or technical services is credited or paid, shall be liable to deduct income-tax under this section :

Provided also that no individual or a Hindu undivided family referred to in the second proviso shall be liable to deduct income-tax on the sum by way of fees for professional services in case such sum is credited or paid exclusively for personal purposes of such individual or any member of Hindu undivided family:

Provided also that the provisions of this section shall have effect, as if for the words "ten per cent", the words "two per cent" had been substituted in the case of a payee, engaged only in the business of operation of call centre.

(2) [***]

(3) [***]

Explanation.—For the purposes of this section,—

(a) "professional services" means services rendered by a person in the course of carrying on legal, medical, engineering or architectural profession or the profession of accountancy or technical consultancy or interior decoration or advertising or such other profession as is notified by the Board for the purposes of section 44AA or of this section;

(b) "fees for technical services" shall have the same meaning as in Explanation 2 to clause (vii) of sub-section (1) of section 9;

(ba) "royalty" shall have the same meaning as in Explanation 2 to clause (vi) of sub-section (1) of section 9;

(c) where any sum referred to in sub-section (1) is credited to any account, whether called "suspense account" or by any other name, in the books of account of the person liable to pay such sum, such crediting shall be deemed to be credit of such sum to the account of the payee and the provisions of this section shall apply accordingly.

	15	2.6.6. Technical Evaluation	PPT as required to be submitted along with the proposal or when called for the detailed presentation	PPT needs to be submitted when called for the detailed presentation by DAHD
	16	2.6.9. Rate Card		As per the RFP
	17	Format 3E: Format for Experience of the Applicant	Need clarity on 'Criteria column'	It refers to criteria of this assignment and how the applicant organization meets the criteria in the relevant category (with details of assignment and client. In next column) Form 3-E and 3-F are self-explanatory in this regard.
	39	Form 3K: Proposed work scheduled and Project Plan	Need clarity on 'Dependency column'	Dependencies are the relationships among tasks which determine the order in which activities need to be performed. Dependencies are the relationships of the preceding tasks to the succeeding tasks. Tasks may have multiple preceding tasks and multiple succeeding tasks. The most common dependency relationship is a finish-to-start relationship. Task P (predecessor) must be finished before task S (successor) can start. (Refer Uniform Resource Locator(URL) / Web Address: https://www.projectinsight.net/project-management-basics/task-dependencies
	39	Form 3K: Proposed work scheduled and Project Plan	Should we give the plan for 2 years or 3 years	Please submit a plan for 2 years.
	47	Form 4B (ii): Rate Card TVC production (30 sec, 60 sec, 90 sec variation along with digital cinema convertibility)	In which Language is it required?	The five programmes viz. National Animal Disease Control Programme, Rashtriya Gokul Mission, National Dairy Development Programme, Dairy Entrepreneurship Development Scheme, and National Livestock Mission, which overarches into a broader “Livestock Sector Transformation” brand for DAHD, are all National Programmes and are implemented on a pan-India level. As such, the Language for Development / production of AV would include the major Indian languages.
	47	Form 4B (ii): Rate Card Radio/Audio Jingle Production (10 sec,20 sec,	In which Language is it required?	The language will be specified by DAHD from time to time.

		30 sec variation)		
	47	Small documentary & Meme for social media of 60 sec	Units is mentioned as 'Days' Need clarity on this	'Days' may be read as 'Nos.'
	47	Flash based animated collaterals & GIF based animated collaterals	Costing is asked for per frame. Need confirmation that the costing is not asked for the full flash file or gif file.	Cost per frame is asked for 'Flash based animated collaterals' & 'GIF based animated collaterals'.
	47	Flash based animated collaterals & GIF based animated collaterals	No. of requirements is not mentioned. Also no. of frames required per quantity is also not been mentioned in the RFQ. Please guide how to arrive at the total cost?	Number of requirement will be decided at a later date.
	48	b) Dissemination of the above creatives on the relevant media and channels ii. Increase visibility of the five programmes, using effective channels of communication, and enhancing their 'top of mind' recall across various stakeholders, iii. Effectively disseminate information about these flagship Missions' various initiatives to national and international media.	Is media management (planning, purchase, roll-out) in the scope? If so, what is the tentative budget and the areas of dissemination?	Yes, the agency has to include media management during cost estimation, The area of dissemination will be as per RFP
	66	Social Media Expert (one for each programme): Post graduate in computer studies, preferably with specialization in art, copy, code (relevant certification in related are will be an added advantage)	Need Clarity - Requirement is a computer professional with specialization in Art, Copy, code	There is no relaxation in the minimum Educational Qualification of Post graduate in computer studies, preferably with specialization in art, copy, code.
	67	While DAHD will be providing seating space to the team (four full time resources);	In Page 16 it was mentioned as 2.6.6. *The team proposed shall be stationed at DADH office in Krishi Bhawan How many resources should we totally depute and what resources are expected to be placed in DAHD office.	Clarification given below

Annexure B: Team Structure at pages 65-67 of the RFP inter-alia states that,

The selected agency will mandatorily depute the following personnel for the duration of the contract with DAHD. All resources will need to be based at DAHD (i.e. Krishi Bhawan, New Delhi) **on full-time basis** for the duration of the contract: Team Leader (one), Creative Writer (two to three), Social Media Expert (one for each programme), Creative Design Expert (two to three), and Communication and Branding Specialist (one).

In addition, the agency shall deploy requisite resources as may be required to complete the deliverables in a time-bound fashion as per the Scope of Work and Deliverables given elsewhere in this RFP. The type of resources indicated above are only illustrative, it shall be the sole responsibility of the selected agency to deploy additional resources at no extra cost to DAHD, if required to complete indicated deliverables on time.

While DAHD will be providing seating space to the team (for full time resources); all software and hardware (including laptops, data cards/router with internet connection, software for creative design, etc.) required for executing the job will be provided by the agency themselves at their own cost.

As such, the profiles are required in respect of Team Leader (one), Creative Writer (two to three), Social Media Expert (one for each programme), Creative Design Expert (two to three), and Communication and Branding Specialist(one).

All the deliverables given in the RFP are to be provided by the PCA as a complete unit.

(9) Bidder Name: Adfactors Advertising LLP Bidder Contact no.: 9899027707 Bidder email id: dinesh.dhiman@adfactorsadvertising.com; prakhar@adfactorsadvertising.com

S.No	Clause No and Page No	Content of RFP Requiring Clarification	Change Requested/ Clarification required	Response from DAHD
1	2.6.5 Minimum Qualification Criteria, page 14 POINT 1	EMD of INR 3,00,000/- to be submitted in the form of a Demand Draft/ Bank Guarantee, from a scheduled Indian Bank in favour of Pay and Account Officer, DAHD, New Delhi, payable at New Delhi with minimum 45 days validity from the bid due date	Are agencies having MSME certification, exempted from EMD	<p>The MSME Clarification (f) dated 28.3.2016 regarding extension of benefit of Exemption from Security Deposit / performance bank guarantee, states that it is for the procuring agency to decide as to whether exempt the MSEs from depositing bank guarantee. As such, it is clarified that the Security Deposit / performance bank guarantee would be required in terms of the Tender Bid Document.</p> <p>Further, the Procurement Policy Division, Department of Expenditure's O.M. dated 13.5.2020 provides Guidelines relating to Performance Security in terms of Rule 171 of DFRs and shall apply only in respect of such non-performance as can be attributed to a lockdown situation or restrictions imposed under any Act or executive order of the Government/s on account of Covid-19 global pandemic.</p>
2	2.6.5 Minimum Qualification Criteria Page 14 Point 5 Form 3B Power of Attorney for lead Member of consortium Page 27 From 3J Proposed Approach and Methodology	<p>ertificate from statutory auditor /audited financial statements for the three previous financial years regarding total revenues from professional fees</p> <p>Power of Attorney to be submitted</p> <p>Procedure for brief</p>	<p>We have existing certificate, as procuring new certificate is difficult due to lockdown</p> <p>Since procuring stamp in this time is tough, can we submit existing Power of Attorney. However we are applying as a single entity not consortium</p> <ul style="list-style-type: none"> Where can we find a synopsis 	<p>The certificate must include financial statements for the three previous financial years (FY 16-17, 17-18 & 18-19)</p> <p>Power of Attorney document must meet the format provided in the RFP.</p>

page 38			<p>and details of each of the projects/missions/schemes that needs to be covered under the RFP including their objectives, strategy, benefits, USP/key message to be communicated, specific target audience/stakeholders that they are targeted at, target insights studies done by the department for the specific target audiences and the expected output of each project/missions/schemes</p> <ul style="list-style-type: none"> • Problem/opportunity definition for each project • Can we get an idea of communication techniques and media used in the past for the public awareness of the projects/schemes/missions • Can we get some examples of communication developed for the department as a whole and for the individual projects/schemes/missions in the past – Print, Outdoor, TVC, Radio jingle, Documentary, Memes for social media, animated and any other collaterals, experiential initiatives, social media ads, advertorials, etc. • Sample reports used for the projects/schemes/missions public awareness program from the past – inception report, monthly/quarterly status report, closure reports, etc. • Territory of reach for Indian and international media mentioned in TOR (cities, states & countries for each of the projects) • Competitive programs/projects run by any other government department/private players in the same sector/industry with its details or where to find the same as a repository (if available) • Experiential strategy and designs used by the department for various projects/schemes/missions in the past • Media and production budgets used in the past for the same/similar projects/schemes/missions 	<p>Information on schemes can be found on the DAHD website.</p>
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(10) Bidder Name: M/s Prachar Communications Pvt. Ltd.				
Contact no.: 9322495192 Bidder email id: faraz@prachar.in mail@prachar.in				
S. No	Clause No and Page No	Content of RFP Requiring Clarification	Change Requested/ Clarification required	Response from DAHD
1	5.4 Payment Terms & Conditions	The commercial bid should include reasonable estimates of Out of Pocket Expenses (OPEs), which shall not be reimbursed at actual. Selected agency will submit only 1 invoice per quarter, which will include the quarterly payment due as well as the deliverable based payment, which is due, by the 5 th of the subsequent month (i.e. invoice for month of September should be submitted by 5 th October). All invoices must be accompanied by a duly approved monthly and quarterly report (as per Appendix V agreed format).	Please elaborate the same Do we have to submit monthly bill by the 5 th of the subsequent month? But the RFP is also saying we have to submit only 1 invoice per quarter please clarify	Reimbursement of OPEs will be as per clauses mentioned in the RFP The bills are to be submitted quarterly as per the RFP.
2	Page 35. Form 31	Technical Proposal Submission Form) If negotiations are held during the period of validity of the Proposal, we undertake to negotiate in accordance with the RFP. Our Proposal is binding upon us, subject only to the modifications resulting from negotiations in accordance with the RFP	Please clarify what kind of negotiation it will be because if its on commercial bid which is already on L1 so what further negotiation will take place. Please elaborate and clarify.	The form states that if any negotiations are held during the period of validity of the Proposal, the agency will negotiate in accordance with the RFP.
(11) Bidder Name: Laqshya Media Ltd Bidder Contact no.: 9999009869 Bidder email id: delhi@laqshyagroup.com				
S. No	Clause No and Page No	Content of RFP Requiring Clarification	Change Requested/ Clarification required	Response from DAHD
1.	Under Section 5 – page no. 51 5.1 Scope of Work	Dissemination of the above creatives on the relevant media and channels	Does this mean that the selected agency would release all the advertisements of DHAD in various media channels like – Print, TV, Radio, Outdoor and digital medium? Please clarify.	Dissemination of the creatives to be done as stated in the RFP.
2.	Other query	You have asked for the rate card for production of various items like Print, Radio jingle, TV Production, etc.	Are we allowed to quote our production rates OR as some of the Ministries use DAVP rate card. So what would be your choice?	Please refer to Form 4B (ii) for the rate card.
(12) Bidder Name: Vermmillion Communication Pvt. Ltd Bidder Contact no.: 9811547313, 8860912619 Bidder email id: meenu.s@vermmillion.net.in; vikas@vermmillion.net.in				
S. No	Clause No and Page No	Content of RFP Requiring Clarification	Change Requested/ Clarification required	Response from DAHD
	2.3, page no.	EMD	As per Govt. Policy MSME	The MSME Clarification (f)

9		registered organizations are exempted from payment of EMD & tender fees. This is followed by all Ministries, PSUs, other Govt. Organizations and state governments. Hence would request you to kindly provide such exemption to MSME registered organizations.	dated 28.3.2016 regarding extension of benefit of Exemption from Security Deposit / performance bank guarantee, states that it is for the procuring agency to decide as to whether exempt the MSEs from depositing bank guarantee. As such, it is clarified that the Security Deposit / performance bank guarantee would be required in terms of the Tender Bid Document. Further, the Procurement Policy Division, Department of Expenditure's O.M. dated 13.5.2020 provides Guidelines relating to Performance Security in terms of Rule 171 of DFRs and shall apply only in respect of such non-performance as can be attributed to a lockdown situation or restrictions imposed under any Act or executive order of the Government/s on account of Covid-19 global pandemic.	
For, 3 E, page no. 28	Format for experience	What information needs to be provided in the column "Criteria" (Complete experience details are requested vide Form 3F separately)	Please mention how the agency meets the criteria in the relevant category. Form 3 E and 3F of RFP is self-explanatory	
(13) Pranay Kumar (Client Services Director)		9810143268	centumad@gmail.com	
S. No	Clause No and Page No	Content of RFP Requiring Clarification	Change Requested/ Clarification required	Response from DAHD
	Page 66 point no 3	Expert to be a post graduate in computer studies or mass communication?	Ideally it should be a Mass Communication or Journalism graduate.	There is no relaxation in the minimum Educational Qualification of Post graduate in computer studies, preferably with specialization in art, copy, code.

(KPJ Gerald)
Deputy Secretary to Govt of India
DAHD, New Delhi