**Municipal Corporation Bathinda**

**Sub: Appointment of Consultant for preparation of Master Plan for Outdoor**

**Advertisement of Bathinda City. Reply to queries to RFP document.**

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| **S. No** | **Query** | **Clarification** |
|  | Study of Outdoor Advertisement Policy and best practices within or outside India.  Consultant should provide analysis report of the existing Punjab Policy, other policies and best practices across the world and in India. Analysis report on assessment of Existing Law/practice of allotment of advertisement tenders w.r.t. other best practices in India.  Please clarify how many number of policies need to be studied. Are there any mandatory field visits required for the study (both national and international). If yes then how many. | It is mandatory to study the Punjab Municipal Outdoor Advertisement Policy 2012” and Municipal Corporation Bathinda, Outdoor Advertisement Bye-laws 2012.  Apart from this, minimum two national and one international policy maybe studied.  No, there is no mandatory field visit required for the study (both national and international). The Requirement of such field visits are to be assessed by the consultant, as per the requirement of TOR. |
|  | The Magnitude of work to be carried out is huge. We suggest an increase in time schedule as follows:  Concept Plan – Week No 10  Draft Master Plan – Week No 18  Final Master Plan – Week No 22  Bidding/ Tender documents – Week No 26 | The Revised Time schedule is as follows:  STAGE I –  KD 1 – Week No 5  KD 2 – Week No 10  KD 3 – Week No 15  KD 4 – Week No 18  STAGE II  KD 5 - Week No 21  KD 6 – Week No 26  KD 7 – Week No 28 |
|  | Topographical Survey due to its large cost should be a separate invoicing milestone. | RFP Conditions shall prevail. |
|  | As the consultant is expected to assist in bid process management, it is suggested that experience of bid process management of outdoor media PPP projects should be included as an eligibility criteria. | RFP Conditions shall prevail. |
|  | Is there any minimum number of designs to be prepared for street furniture, advertising devices, traffic signage? | It is expected that minimum two design options will be given for the street furniture and advertising devices proposed in the Master Plan. |

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|  | The Scope of Work in terms of physical area to be covered is unknown. It is suggested that Financial bids may be invited on Per Km basis with a certain minimum number of advertising devices. | The estimated total road length, which maybe surveyed for this purpose as per Authority’s assessments, is 30 Km. list of important potential roads is also enclosed as Attachment‐I of the RFP. Please check the format for Financial Proposal. |

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|  | We request Municipal Corporation Bathinda to consider Bank Guarantee as one of the payment models for Bid Security Deposit. | Accepted. The bank guarantee should be valid for a period of atleast 90 days from the PDD. |
|  | It is requested to consider minimum average annual income/turnover to 4 crores per annum during the last three financial years instead of 5 Crores. | Accepted |
|  | One Key personnel: please consider MBA or PG in any specialization for the Financial Analyst and Marketing & Advertising Experts. Many of our staff have MBAs/PGs but not necessarily with specialization stated on their diploma/degree. | For Financial Analyst position, personnel should have CA/CFA/MBA in Finance or PG in finance.  For Marketing & Advertising Experts, personnel should have MBA in Marketing or Advertising or PG in Marketing or Advertising.  In case the degree doesn’t state the specialization, then undertaking may be given by the key personnel that they are equipped to undertake the work. |
|  | We propose to add Procurement expert as one of the key personnel to undertake the Bid Process Management which is a critical task for this project. | RFP conditions shall prevail. |
|  | On CV’s of Key Personnel, please allow digital signatures instead of original signature | Accepted. |
|  | In the better interest of the project from a quality perspective, we request to consider the technical and financial weightage as 80% and 20% respectively for evaluation. | RFP conditions shall prevail. |
|  | Please consider the time frame for concept plan deliverable to be atleast 4-5 weeks considering effort required for conducting surveys. Also please confirm availability for existing information that can be leveraged during surveys. | Refer Point No 2 above. |
|  | It is requested to remove the condition on “Name and Chronology of Projects of Key Personnel (Form 9) confirming the project wise details submitted for applicant (Form 8)”. | RFP conditions shall prevail. |