

Reply to Pre bid queries for RFP on Appointment of Marketing Consultant for Development of Smart Industrial Port City (SIPC) at Kandla – Gandhidham- Adipur Complex

Sl. No.	Clause	RFP provisions / conditions	Questions	KPT Clarification
1	2.9.5.2	<p>Definitions: “Eligible Projects” mean completed projects in Development of urban areas, Industrial cities / Industrial Estates / Industrial Corridors,IntegratedTownships,Special Economic Zones / Special Investment Zones /Urban Management / Urban Services covering various sectors including but not limited to roads, water supply, sewerage, sold waste management, drainage, power supply, mass transit; and having size of 400 Acres and completed project cost greater than or equal to Rs. 500 Crores. “Eligible Contracts” mean (a) Contracts on “Eligible Projects” involving services pertaining to commercialization & marketing services. (b) Contracts on “Eligible Projects” involving service pertaining to development of branding strategy, brand design and marketing plan. 2.9.5.2.1 “Must have successfully handled at least two “Eligible Contracts” as defined in Clause (a) above in the last 10 years preceding the date of submission of Proposal.” <i>Underthis criterion the Lead Member must have experience of at least 1 project as prescribed.</i> 2.9.5.2.2 “Must have successfully handled at least one “Eligible Contracts” as defined in Clause (b) above in the last 10 years preceding the date of submission of Proposal.” <i>The requirement under this criterion may be met by any member of the Consortium.</i></p>	<p>As it is not possible to establish value of a project as full commercialization happens over time, it is requested that the value of project be removed and from the definition of eligibility criteria.</p> <p>As the project involves finding tenants for SIPC, adding port experience and exposure to port related industry segments to the eligibility criteria may be considered.</p>	<p>Clause 2.9.5.2 shall be read as follows: Definitions: “Eligible Projects” mean completed projects in Development of urban areas, Industrial cities / Industrial Estates / Industrial Corridors,IntegratedTownships,Special Economic Zones / Special Investment Zones /Urban Management / Urban Services covering various sectors including but not limited to roads, water supply, sewerage, sold waste management, drainage, power supply, mass transit; and having size of 400 Acres and completed or estimated project cost greater than or equal to Rs. 500 Crores. “Eligible Contracts” mean (a) Contracts on “Eligible Projects” involving services pertaining to commercialization & marketing services. (b) Contracts on “Eligible Projects” involving service pertaining to development of branding strategy, brand design and marketing plan. 2.9.5.2.1 “Must have successfully handled at least two “Eligible Contracts” as defined in Clause (a) above in the last 10 years preceding the date of submission of Proposal.” <i>Underthis criterion the Lead Member must have experience of at least 1 project as prescribed.</i> 2.9.5.2.2 “Must have successfully handled at least one “Eligible Contracts” as defined in Clause (b) above in the last 10 years preceding the date of submission of Proposal.”</p>

Reply to Pre bid queries for RFP on Appointment of Marketing Consultant for Development of Smart Industrial Port City (SIPC) at Kandla – Gandhidham- Adipur Complex

Sl. No.	Clause	RFP provisions / conditions	Questions	KPT Clarification
				<i>The requirement under this criterion may be met by any member of the Consortium.</i>
2	2.9.6.1	Team leader qualification Master's Degree in Management with minimum Professional experience of 12 years Should have worked as Team Leader /Project Manager /Program Manager for at least 3 Eligible Contracts and should have experience of project planning, financial analysis and commercialization for urban / industrial development projects of similar type and size.	Team leader experience may be revised to 10 years as that would be the maximum tenure for a program manager at top tier consulting firms.	Requirement specified in the RFP remains unchanged.
3	3.3.4	Ensure at least 25% of the identified/ marketed industries/ stakeholders participate in the bidding/ tendering process of the respective Project component of Kandla SIPC Site-1 and Site-2;	Propose to change to 'Ensure that there is sufficient participation in bidding/tendering process of the respective Project component of Kandla SIPC site 1 and site 2' No consultant can guarantee participation of an exact number of companies for the bid.	Clause 3.3.4: First bullet under :Key Results: The Marketing Consultant is expected to:" is revised as follows: Key Results: The Marketing Consultant is expected to: <ul style="list-style-type: none"> • Ensure sufficient and healthy participation and healthy competition in the bidding/ tendering process of the respective Project components of Kandla SIPC Site-1 and Site-2;
4	Tech 11	Note: The bidder (single party or consortium) need to submit the notarized copy of the work order and completion certificate from respective client for each project in support their claim	Many of the clients do not issue completion certificate. Further, there might be confidentiality agreement with many of them. In the light of this, it would be difficult to get client attested completion certificates for the work. Hence it is requested that port may also consider self certification by the consultant if client attested copy is difficult to attain.	If completion certificate is not available Bidders may attach a copy of the Work Order along with a certificate from Auditor / C.A. confirming the total fees for the project and fees received by the bidder.

Reply to Pre bid queries for RFP on Appointment of Marketing Consultant for Development of Smart Industrial Port City (SIPC) at Kandla – Gandhidham- Adipur Complex

Sl. No.	Clause	RFP provisions / conditions	Questions	KPT Clarification
5	2.9.6.3	Evaluation criteria for key personnel Point C Point D	Given this is a marketing RFP, most of the interaction will be with potential tenants who may be national or international. Hence it is requested that the criteria on experience in infrastructure projects in India and knowledge of local language and culture may be removed. Association with the firm – the criteria on full time employment and association may be relaxed to 3 years as that is a typical duration for which people associate with consulting firms.	Point C: Requirement specified in the RFP remains unchanged. Point D: Point D1: Full score will be assigned for key staff in full-time employment for three years or more. Point D2: Full score will be assigned for key staff having a continuous association of three years or more with the bidder (Lead Member of Consortium Member) either as full time employee or as independent consultant on project basis. In case of independent consultants continuous association with the firm shall be demonstrated by details of relevant projects provided in the CV.
6	2.9.5.2	Technical Qualification Criteria Definitions: “Eligible Projects” mean completed projects in Development of urban areas, Industrial cities / Industrial Estates / Industrial Corridors, Integrated Townships, Special Economic Zones / Special Investment Zones, Urban Management / Urban Services covering various sectors including but not limited to roads, water supply, sewerage, solid waste management, drainage, power supply, mass transit; and having size of 400 Acres and completed project cost greater than or equal to Rs. 500 Crores.	Considering that the objective of the project is selection of Marketing Consultant, eligible projects may include projects providing Investment Promotion services. We request that the clause may be modified accordingly. The project cost restriction may not be applicable for “Investment Promotion” category of projects.	Please refer to the clarification provided at Sl. No. 1
7	2.9.2	The minimum technical score required to qualify technical evaluation is 70 (seventy) Points out of 100 (hundred).	We request to change the scoring and evaluation pattern to 80 (technical) : 20(financial) (Quality and Cost Based System)	Please refer to Clause 2.9.11 Weightage of Technical Score is 80% and Financial Score is 20% Clause 2.9.2 specifies that bids with Technical Score below 70% will not be considered for evaluation of Financial Proposals.

Reply to Pre bid queries for RFP on Appointment of Marketing Consultant for Development of Smart Industrial Port City (SIPC) at Kandla – Gandhidham- Adipur Complex

Sl. No.	Clause	RFP provisions / conditions	Questions	KPT Clarification
8		<i>Ongoing projects can be submitted with detail of progress supported by suitable documents. Only projects which have been completed more than 80% and payments received will be considered for evaluation. – Under Evaluation Criteria (pg. 20)</i>	Will submission of the last deliverable with self-certification serve the purpose of ongoing projects to be considered for evaluation and eligible projects for both (i) and (ii)	Requirement specified in the RFP remains unchanged.
9	2.9.6.2	Score assigned to Key Personnel	We suggest that the assigned marks for financial expert may be increased to 10 marks while those for Brand Design and Communications Expert may be reduced to 5 marks. We suggest this considering that one of the key objective of the exercise is attracting investment.	Requirement specified in the RFP remains unchanged.
10	2.9.6.4	Evaluation of Proposed Approach and Methodology Bidders who score 52.5 points from Criteria Nos. 2.9.6 (i), (ii) and (iii) above will be invited to make a presentation of their “Approach and Methodology” covering the four aspects listed under Criteria No. (iii) above.	The score of 52.5 appears highly subjective. Considering the details of credential and personnel sought, the authority may consider setting the cut-off score around 60-65 marks to invite world-class consultants for the services.	Please refer to clarification provided at Sl. No. 7 above. Bids with Technical Scores below 70% will not be considered for evaluation of Financial Proposals. Further the combined score will be based on 80% weightage for Technical Score and 20% weightage for Financial Score. The threshold of 52.5 for invitation to make presentation is based on 70% of marks assigned prior to presentation and evaluation of bidder’s approach and methodology. Technical scores assigned after presentation will be considered for overall 80% weightage for technical score.
11	3.3.4	Execution of Marketing Plan Key Results: The Marketing Consultant is expected to: oEnsure at least 25% of the identified/ marketed industries/stakeholders participate in the bidding/ tendering process of the respective Project component of Kandla SIPC Site-1 and Site-2;	The scope relating to ensuring attendance is dependent on the number of stakeholder connected. We may suggest that the condition may be relaxed	Please refer to the clarification provided at Sl. No. 3

Reply to Pre bid queries for RFP on Appointment of Marketing Consultant for Development of Smart Industrial Port City (SIPC) at Kandla – Gandhidham- Adipur Complex

Sl. No.	Clause	RFP provisions / conditions	Questions	KPT Clarification
12	3.4	General Deliverables and Payment Schedule: Task 1: 1.1 Submission of Inception Report, summarizing the Consultant’s work plan, state of mobilization, frequency of reporting, meetings and record keeping.	Considering the extent of outreach required during the study phase the inception payment may be revised to 10%. This may help in covering the cost related to outreach and allied activities.	Payment Terms specified in the RFP remain unchanged.
13	3.2.2	Objective of the consultancy assignment: The scope of services to be delivered by the Marketing Consultant includes, but is not limited to	Requesting to exclude “not limited to” statement to ensure clarity of Terms of Reference going forward	Requirement specified in the RFP remains unchanged.
14	3.3.4	Execution of Marketing Plan: Assist KPT in organizing and manage events related to promotion/marketing of the brand.	Please clarify the requirement for such events and role of the consultant under this RfP. Usual practice is that professional event management company is engaged for organizing, management and overall execution of events.	The Marketing Consultant shall recommend locations, frequency, audience, and scale of such events as a part of the Marketing Plan. The role of the Marketing Consultant is to develop a strategy for executing such events, including preparation of event objectives, indicative budget, and specifications.
15		Design and manage content on the webpage on KPT’s website as well as interactive website for Kandla SIPC.	Please clarify expectations wrt “design” and “management” of webpage and website. Usual practice is to engage professional agency that carries our all website related activities. Marketing consultant can provide relevant content to the website, subject to clarity on frequency of anticipated updates.	The Marketing Consultant shall provide relevant content and design element brief. Web site will be hosted and managed by a separate agency.
16		Preparation of weekly press release on various events/developments.	It is requested to exclude this activity out of the proposed scope for marketing consultant. Usual practice is to engage professional media agency for any PR activities.	Clause 3.3.4: 8 th bullet is revised as follows: Preparation of press release on various events/developments.
17		Roadshows: Invite and ensure adequate participation by industry players/stakeholders.	Marketing consultant can support in identification of invitees, however, it is requested to exclude the requirement for	Requirement specified in the RFP remains unchanged.

Reply to Pre bid queries for RFP on Appointment of Marketing Consultant for Development of Smart Industrial Port City (SIPC) at Kandla – Gandhidham- Adipur Complex

Sl. No.	Clause	RFP provisions / conditions	Questions	KPT Clarification
			the marketing consultant to ensure participation in roadshows.	
18	3.4 4.1	General Deliverables and Payment Schedule Task 4 Execution of Marketing Plan (Total Duration 18 months) Web site Development Develop content for a SIPC web page on KPT website · Design and testing of the project interactive website. · Update of website with KPT comments · Launch of the project interactive website	As mentioned above, it is requested to exclude the component of design, testing and management of the website from the scope set for marketing consultant	Please refer to clarification provided at Sl. No. 15 above.
19	3.3.4	Assist KPT in organizing and manage events related to promotion/marketing of the brand.	Organizing events is typically undertaken by event management agency. The consultant may provide necessary support to client and the Event Management agency during any event organized as a part of the said project	Please refer to clarification provided at Sl. No. 14 above.
20	3.3	Scope of Work	Request for clarification on various costs related to development of website, hosting, printing of marketing material, event logistics and organizing costs etc. is a part of the budget estimate and not included in the fees to be paid to consultant.	Cost of event logistics and organizing costs, printing, website hosting expenses, fees of agencies hired for event management and website management etc. will be borne by KPT. The Marketing Consultant will prepare a budget estimate for such items as a part of the marketing plan to be prepared by them.
21				Last date for submission of bid: 17 August 2016
22				Consultant to conduct fortnightly / as an when required progress review meeting at KPT.