

CLARIFICATION TO THE E-TENDER DOCUMENTS FOR
THEWORK OF “APPOINTMENT OF AGENCY FOR EVENT
MANAGEMENT AND PUBLIC RELATIONS FOR 52nd
INTERNATIONAL FILM FESTIVAL OF INDIA, 2021TO BE HELD
FROM 20th NOVEMBER TO 28th NOVEMBER 2021 IN GOA”

A pre-bid meeting was held on 20th October 2021 at 11.00 A.M for the work of “Appointment of Agency for Event Management And Public Relation for 52nd International Film Festival of India, 2021to be held from 20th November to 28th November 2021 In Goa” Attending the Pre-Bid meeting was optional.

The Pre-bid queries were raised by all the agencies who attended the pre-bid meeting in physical presence and 01 agency through online mode. The clarifications to the queries as raised in the meeting is mentioned under Col. No 3.

Sr. No.	Query	Reply/ Clarification
1	2	3
1	Why this is e-tender invited with positive response bid or no positive bid during 52nd IFFI.	During 52nd IFFI it was proposed to explore the opportunities to receive positive bid which means, the agency may be interested to offer the bid amount to ESG considering the tie up with broadcast partner and sponsors. Accordingly, bid document has been prepared.
2	By Inviting the tender based on sr.no 1 what are the objectives to be achieved.	It is clarified that as IFFI is an International Film Festival and one of the prestigious film festivals which is also recognized by FIAPF, the objective is to explore the opportunities to generate revenue in order to reduce the cost to government for organizing the event.
3	Does ESG has done any study to receive positive response bid, if yes why the tender is invited with less than 30 days remaining for IFFI.	
4	Is Doordarshan not involved for 52nd IFFI live coverage.	Doordarshan would be involved only for live coverage of news related components such as speeches of the Hon’ble dignitaries and major announcements which are news worthy i.e. awards conferred, Life Time Achievement Award, Indian Personality of the Year Award, etc. The EMA should facilitate the necessary telecast arrangements required for this news.

5	Broadcast partner to have how many slots and the durations	<p>As per scope of work defined, the EMA should onboard a broadcast partner. Page 14 of the tender document specifically states that “The bid should contain a specific proposal for broadcast partner i.e. Television and online media partner for IFFI 2021 (Opening and Closing Ceremony)”. Details of job to be executed as given in the e tender document provide that “The EMA would tie up with the broadcast partner so that the cost of Opening & Closing Ceremony is covered by the broadcaster.”</p> <p>DD to show only the live coverage as mentioned in reply to Para. The broadcast partner will show other portions.</p> <p>Last line of page 21 is cleared to mean that EMA has to cover the cost of opening and closing ceremony through broadcast/ OTT partner.</p> <p>The opening and closing ceremony would not be telecast live but as two separate packages to be telecast by the broadcast partner. The broadcaster should ensure that the telecast of the episodes should be within the shelf life of the event so that the branding and positioning of IFFI is maintained across media.</p>
6	Kindly Explain scope of work for arranging broadcasters	
7	Does the EMA has to show live coverage only on Doordarshan or only on the broadcast partner with which it has partnered.	
8	Is it compulsory to get broadcast partner	
9	If broadcast media is been asked from the EMA then what does it mean by the last line in page 21	
10	What are the IFFI Venues?	It is clarified that the IFFI venues are Dr. Shyama Prasad Mukharjee Stadium, ESG Premises, Mall De Goa (INOX Porvorim)
11	If both bids are received i.e. positive and no positive bids, how the agency will be selected.	It is clarified to refer to the e-tender document from page 52 to 54
12	If positive bid is received and the agency is selected by ESG, does all efforts to receive sponsors but at the last minute the sponsors fail to provide the amount and in view of this the selected agency is not in a position to conduct the festival what action will ESG initiate as the time period for positive bid is only 15 days from the opening of the bid.	<p>The e-tender document at page 14 specifically provides that “The bid should contain a specific proposal for broadcast partner i.e. Television and online media partner for IFFI 2021 (Opening and Closing Ceremony) and the specific proposal for ground sponsorship separately”.</p> <p>The e-tender document at page 16 specifies that “In case of positive response bid, the agency has to deposit the bid amount as</p>

13	If only 1 lakh is the bid amount offered by the agency, and the agency gets selected being CQCCBS, if the agency backs out what action will be initiated.	offered/accepted by ESG before the commencement of the festival i.e. 20th November 2021 and till such time, equivalent amount as bank guarantee in the favour of ESG to be submitted within 05 days from the date of issue of acceptance letter and the same will be refunded after depositing of the sponsorship amount. The bank guarantee should be valid upto 28.02.2022. in the event of default by the agency to deposit the amount in the stipulated period, the Bank Guarantee will be encashed by the ESG and forfeiting of EMD and Bank Guarantee as per clause 14.”
14	What will be the payment terms for payment of positive bid.	<p>For negative bids, the payments would be done as per the defined scope of work, actual delivery and satisfactory completion. In case of default, the EMD will be forfeited. A Performance Bank Guarantee to the tune of Rs. 50 Lakhs will also have to be submitted.</p> <p>The name(s) of the sponsor(s) should be furnished to understand their placement as branding verticals within the Opening & Closing Ceremony. The names should also reflect their stature so as to be befitting for the IFFI platform.</p> <p>Penalty Clause:</p> <p>In case of selection of a positive bid by an EMA, the agency shall mandatorily undertake the entire scope of work as per the e-tender document. Failure to perform the various jobs at any stage as per the e-tender document shall lead to appropriate penalty and blacklisting of the agency from participating in any future tenders of the Government of India and Government of Goa. Forfeiture of EMD and Bank Guarantee submitted by the agency.</p>
15	Do we need to give the details of sponsors and the amount received by us.	
16	Can't the Sponsor amount be received by ESG and ESG pay the EMA work to the selected agency, This could be a very good option considering the paucity of time.	
17	In BOQ what is Positive Bid Can it be Zero bid	
18	Can agency do Partial Sponsorship	
19	If sponsorship proposal is a mandate.	
20	What will be the payment terms for payment of Agency	
21	If we get good sponsorship then what we are getting back from ESG & DFF	
22	Is it only template design & ideation for sponsorship for marking in Option I	It is clarified to refer to e-tender document for marking system

23	Who will do the hybrid event or is it part of scope of work	It is clarified that the same is not in the scope of the agency.
24	In the technical bid there is mention of AC, Genset and water station, but not mentioned in the Financial Bid	It is clarified that the items mentioned under clause 25 will be obligation of the selected agency to execute the same at their own cost the additional Air conditioning required for back stage lounge set up by the agency and D.G set for the air conditioning and the lighting load, toilets, water stations inside the auditorium only during the days of opening and closing ceremony and no payment is to be claimed by the agency
25	If the agency Opts for option 2 in the price bid then how the marking will be calculated	It is clarified to refer to e-tender document under Evaluation of Technical And Financial Proposal
26	In the tender document it is mentioned that any work order of film or cinema or equivalent work e.g. there are huge events like Geeta Mohatsav, Jaipur literature festival etc. this will give a wider perspective and may other agencies can also bid for it. Only film or cinema related agencies will be comparatively less.	It is clarified to refer the e-tender document under Eligibility Criteria
27	Kindly explain requirement of sponsorship proposal	It is clarified to refer to the e-tender document under scope of work
28	The area allocated for the VVIP area/VIP area entrance arches and respective gates placement of different art installations at different places in the venue	It is clarified that the agency shall prepare the concept design as per the e-tender document and the allocation of various areas shall be finalized in consultation with police, traffic, security etc.
29	How many seats will the sponsor get in the opening and closing ceremony?	It is clarified that 02 VIP seats per sponsor will be reserved.
30	What would be the branding opportunities for the sponsor?	It is clarified to refer to the e-tender document under branding opportunities where it is mentioned that all collaterals, print, digital media will be provided to the sponsor.