

Expression of Interest (EOI) for Empanelment of Media Agencies with Department of Tourism, Government of Bihar

Place: Directorate of Tourism, 1st Floor, B Block, Extension Bhawan, Main Secretariat, Patna-800015

S.no.	RFP Reference	Content of RFP requiring clarification	Points of clarification Required suggestion's	Response to query clarification
Lemma Technologies Pvt Limited				
1	Section 3	Procedure	<p>1. Please allow all sole media right holders to get eligible for this tender where rates can be discovered from previous ROs / POs from similar clients</p> <p>Reason</p> <ul style="list-style-type: none"> Many media agencies - sole rights holding companies do not accept state or central tourism advertisements on the DAVP (CBC) rate. So, there is no point limiting agencies to DAVP (CBC) accreditation. Tourism board ads are accepted at commercial rates only. <p>2. Please consider empanelment and rates issued by the respective state information and public relations department which is similar to DAVP rates for this empanelment</p>	<ul style="list-style-type: none"> No Change. All terms of eligibility shall remain as per
(II) Vyoma technologies Private Limited				
1	Section 5 - Application Point no. 7	Media applied (Provide the full details of the media for which exclusive rights are available)	If the medium is DDIS (Dual Display Infotainment System) which is LED Display installed at ticketing counters. Do we need to apply under Railway (Others) or LED Screen?	<ul style="list-style-type: none"> Railway (Others) – Please give details in Form-2
2	Section 5 - Application Point no. 9	Licensing Authority Details	Please clarify if a company with sole right agreements from multiple divisions would need to apply for each division's sole rights separately?	<ul style="list-style-type: none"> Each legal entity shall submit proposals independently

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	Section 5 - Application Point no. 9	Licensing Authority Details	"Has the authority granting License fixed the advertisement rates at DAVP rates. If yes give details of rates fixed." Please explain this question?	<ul style="list-style-type: none"> • Application is valid only if the answer to the question is 'Yes'. Only DAVP rates shall be admissible for the purpose of this empanelment
3	Form 2	Details of media available for advertising	Form 2 – Special Offers – wanted to understand this point?	<ul style="list-style-type: none"> • Bidders may provide details of any discounts/ offers on longer duration campaigns
4	NA	Bid Submission Process	Need clarification on process of submission of bid online or hardcopy to be submitted to Director Office?	<ul style="list-style-type: none"> • Bid submission shall be done in Physical mode. Online submission is NOT required. The address for submission of bids is: Directorate of Tourism, 1st Floor, B Block, Extension Bhawan, Main Secretariat, Patna-800015