



Minutes of Meeting: Pre-Bid Discussion

RFP NO: SHAREINDIA/GFATM/02

Date: 20th July, 2021

Issued by:

SHARE India

Ghanpur(Village), Medchal-Malkajgiri(Dist.),
Telangana, Hyderabad.
Pin Code: 501401

<https://shareindia.org/>

Email: hr.shareindia@shareindia.org

Date: 20th July 2021

Time: 3:00 PM to 4:00 PM

Venue: Zoom

Organised by: SHARE INDIA

Attendees:

1. Mr. Rajesh Mendiratta, Laqshya Media
2. Mr. Aashish & Mr. Swarnendu Bose, Carrot Films
3. Mr. Vivek Dutta, Mr. Sharad Mathur & Ms. Mayurakshi Pandey, Hakuhodo India
4. Ms. Swati & Mr. Anil, Sreshta Communications
5. Ms. Bhawna, MyyTake
6. Ms. Sreelekha Maitra & Ms. Shalini Gupta, Secret Sauce
7. Mr. Manik & Mr. Devender, The Visual House
8. Ms. Garima Sharma, Ms. Meghna Dhall & Mr. Sourabh Kumar, SHARE INDIA

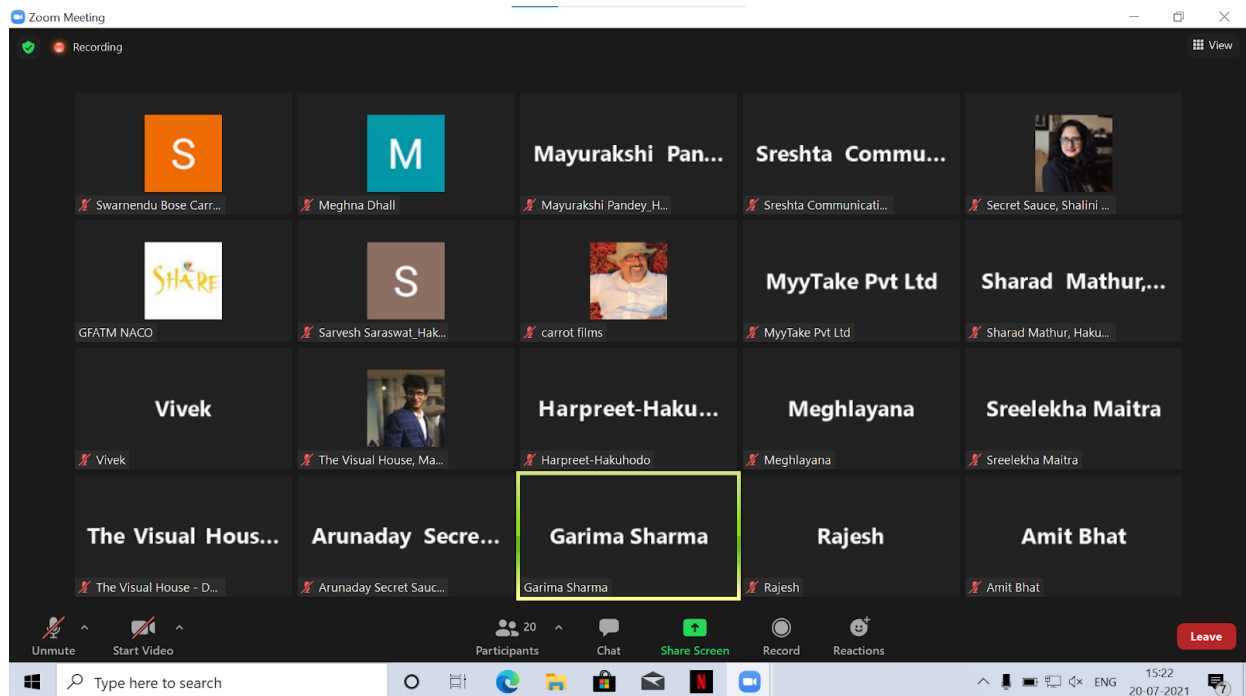
Background:

The RFP for the selection of creative agency (RFP NO: SHAREINDIA/GFATM/02) was rolled out on 5th July 2021 and proposals were invited from agencies. The queries were received from 10 agencies and they were invited for a pre-bid discussion over zoom. The meeting details has been shared with all 10 agencies over the email. Today's meeting has been called to provide agencies an overview about the process, answer their queries and clarify their doubts (if any).

Discussion Points:

- SHARE India initiated the meeting by explaining the flow, various sections and ground rules of the meeting
- The participating agency representatives were then invited to introduce themselves.
- Followed by which, a brief presentation was made by SHARE INDIA on the project background, procurement process, evaluation process, technical & financial format, and expectations from the Agency under the project.
- The presentation included FAQs, SBCC materials count & specifications and clarification on queries that were received via the email.
- The house was then opened for questions and queries from the representatives of the agencies were duly answered by SHARE INDIA.
- The Carrot films had a query regarding the duration of animated films. SHARE INDIA has responded that all the specifications are mentioned in the presentation that will be shared with agencies after the meeting.
- The Visual House requested distribution between the numbers of animated and narramatic videos, to which SHARE INDIA clarified as 10 each.
- There was a query on by when the shortlisting will be communicated to the agencies regarding pitch presentation. SHARE INDIA mentioned that by 30th July, the communication will be sent out.

- There was a query on whether the scope of project is only designing of outdoor creatives or even implementation. SHARE INDIA responded that the scope is limited to designing of products only.
- Hakuodo India has queries around the case study and submission of creatives with the proposal. SHARE INDIA clarified that a case study on the topic 'Elimination of Stigma & Discrimination of HIV/AIDS in India' has to be developed by the agencies on the parameters mentioned on the RFP. Also, at this point creative strategy is required however agencies can submit indicative creatives also if they want.
- Hakuodo India has further queries on the production cost of creatives and they asked if some of the costs can be 'On Actuals' and will be budgeted later. SHARE INDIA clarified that all costs including production cost has to be budgeted and included in the financial proposal now itself.
- Hakuodo India has another query about the campaign objective. They asked 'What is the challenge that we would want to overcome through this campaign for this HIV AIDS campaign'. SHARE INDIA explained that there are multiple objectives that needs to be covered in the 4 communication campaigns but as of now agencies have to focus on 'Elimination of Stigma & Discrimination of HIV/AIDS in India' for the technical proposal and pitch presentation.
- Secret Sauce has a query on the eligibility criteria. They asked if the profile of only agencies will be considered or even individuals of the agency will also be considered. SHARE INDIA clarified that the eligibility criteria is strictly as per the agency profile.
- Once all the queries were answered, the meeting was concluded by SHARE INDIA by taking due permission from the Agency representatives.



Next Steps:

- Agencies to submit their technical and financial proposal by 27th July 2021