

कॉरिजेन्डम / CORRIGENDUM

**Corrigendum 1: Reply to pre-bid queries for Request for Empanelment of a Globally reputed Public Relations Agency for Integrated Services to Enhance National and Global Outreach of Biotechnology Industry Research Assistance Council (BIRAC)**

S.No	Page No.	Clause No.	Clause	Query	Response from BIRAC
1	13	7.0 Pre-Qualification Criteria (PQC)	The bidder should have at least three(3) immediate preceding years (2021-22, 2022-23, and 2023-24) experience in Integrated marketing services (PR, Content Development, Social media, Digital Media) to innovation/science promoting organizations	We request you to kindly clarify, can bidders submit work orders from <b>technology (i.e., global technology consulting, IT) promoting organizations also (For Example L &amp; T infotech)</b>	May be provided. Preference will be given to innovation/ science promoting Organizations as mentioned in RFP.
2	13	7.0 Pre-Qualification Criteria (PQC)	Bidder must have functional/operation al offices in at least two locations globally to ensure a seamless execution of the marketing initiative.	Bidder must have functional/operational offices in at least two locations in India to ensure a seamless execution of the marketing initiative.	Two locations globally is a must. Multiple offices in India not a compulsory criteria.
3	14	6.0 Technical Evaluation Criteria	Past Experience in similar kind of work. Work experience of bidder in providing Integrated marketing services (PR, Content Development, Social Media, Digital Media) to innovation/science promoting organizations. Agencies having worked with Startup, incubation promotion agencies will be preferred. Experience in promoting international events hosted by Government of India will be an added advantage.	We request you to kindly clarify, <b>How many Work Order need to submit for Full marks (i.e., 20 Marks)</b> and can we submit <b>work orders from Technology(i.e., global technology consulting , IT )promoting organizations also.</b>	No limit on the number of work orders that can be provided.  The more the better.  Work Orders from Global technology Consulting/IT can be Submitted.  Preference will be given to agencies having worked with incubation/startup promoting agencies as mentioned in the bid document.

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4	14	6.0 Technical Evaluation Criteria	Total number of Clients from Central Govt./ State Govt./ PSUs/ Govt. bodies in India for which the agency has worked during the last 5 years	We request you to kindly clarify , <b>How many Work Orders need to submit for Full marks (i.e., 15 Marks)</b> and Please clarify in these clause, bidder can submit work orders from any Central Govt./ State Govt./PSUs/ Govt. bodies	No limit on the number of work orders that can be submitted. Work orders from any Central/State Govt/PSU/Govt bodies can be submitted.
5	14	6.0 Technical Evaluation Criteria	In house Professional Competence to perform the work.	We request you to kindly clarify, what kind of technical strength need to provide. <b>(Infrastructure wise or Manpower Wise)</b>	Technical Strength/ Professional Competence details with regard to experienced manpower and digital infrastructure (i.e latest tools & technologies for effective social media management) should be provided.
6	11	6.0 Evaluation Methodology	Final Evaluation - The final evaluation will be made on the basis of the following: Weightage for the Technical Proposal Marks: 0.75 Weightage for the Financial Proposal Marks: 0.25 Combined Score = TPM x 0.75 + FPM x 0.25	We request you to kindly clarify, The Final Evaluation is QCBS or L1 based	Evaluation is QCBS based as mentioned in bid document.