

**Central Bureau of Communication
Ministry of Information and Broadcasting**

April 25, 2025

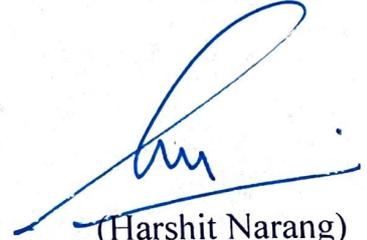
Advisory for Participating Agencies

Subject: Clarifications Regarding the RFP for Empanelment of Research Organizations for Impact Assessment and Feedback on Paid Communication Campaigns

With reference to the Request for Proposal (RFP) F. No.: Div1/Empanelment/Impact Assessment/1819 dt. 18.04.2025 issued by the Central Bureau of Communication (CBC) for the empanelment of research organizations/agencies to undertake impact assessment and feedback studies for paid media campaigns, the following advisory is issued based on queries received during the pre-bid meeting on April 22, 2025 and subsequent emails received.

A compiled list of queries along with corresponding responses has been included in Annexure I.

Agencies are advised to review Annexure I thoroughly before finalizing their submissions. All terms of the RFP remain unchanged.


(Harshit Narang)
Dy. Director, CBC

हर्षित नारंग / Harshit Narang
उप निदेशक / Deputy Director

Enclosure:

1. *Annexure I – List of Clarified Queries and Responses*

S. No.	Query	Answer
1	Can multiple agencies be empaneled under this RFP?	Yes, CBC may empanel multiple agencies at the L1 rate, L1 matrix rate card will be offered to all technically qualified agencies who have applied in those respective categories
2	What are the two parts of the scope of work mentioned in the RFP? Which are optional and which are compulsory?	The first part (Para 2.1) is compulsory and requires financial bidding. The second part (Paras 2.2-2.5) is optional.
3	Is it mandatory for agencies to bid for the optional scope components?	No, it is not mandatory. Agencies may choose to bid only for the compulsory part.
4	Can agencies be empaneled for more than one category?	Yes. Since each annexure in financial bid represents a category, agencies may be empaneled for multiple categories if they qualify and match the L1 rate matrix for deliverables
5	How will the L1 rate be discovered?	L1 will be discovered separately for each category as per the financial quotes received. The lowest valid quote per deliverables will be declared as L1 for that delivered. For each category accordingly, an L1 rate matrix will be discovered. This process will be followed for each category.
6	What format must be used to submit the financial proposal?	Financial proposals must be submitted strictly in the formats provided in Annexures enclosed with the RFP. Any deviation may lead to disqualification.
7	What if an agency does not match the L1 rate?	Only agencies willing to match the L1 rate matrix in a given category will be empanelled.
8	Is the empanelment limited to a single campaign or period?	No, empanelment allows CBC to assign multiple assignments over time, based on project need and agency availability, within the empanelment period.
9	Whether agency is required to include the technical and eligibility documents again, which were already evaluated at the EOI stage ?	No, documents once submitted during EOI stage need not be submitted again. Only financial bid, EMD/MSME certificate (Udyam certificate), if applicable, and an affidavit are required to be submitted at the RFP stage. Financial bid should be in separate envelope and remaining documents in another envelope.
10	What is the the affidavit format?	An affidavit stating that your firm/organization has not been blacklisted by any Govt Agency is needed to be submitted on INR 100 stamp paper duly signed by authorized signatory of agency/organisation/company.
11	In case of Annex II, what will be the upper cap for length of audio and video clips which are in the category of > 5 min	The upper cap may be read as 30 min for both audio and video clips


 हर्षित नारंग / Harshit Narang
 उप निदेशक / Deputy Director