

**Minutes of the Online Pre-bid Meeting held on 28 October 2021 regarding the Hiring a firm to promote, Anondomela, an online marketplace for CMSME (Cottage, Micro, Small and Medium Enterprises) entrepreneurs in Bangladesh**

**Reference: RFP–BD–2021–041 (Advertisement)**

**Members attended the meeting:**

<b>Name</b>	<b>Designation</b>
Sarah Zita	Co-ordinator, Anonodomela, UNDP WING project
Farhana Gaffar	Procurement Associate, UNDP Procurement Cluster
Bidders:	Md Abu Musa, Green Frame Rizvan Khandakar, Asiatic Events Marketing Limited Mazharul, Asiatic Events Marketing Limited Saurav Kundu, Up Studio

With reference to the subject RFP issued on 24 October 2021, please find below the queries raised by Invitees and answers thereto from UNDP Bangladesh:

<b>S/L</b>	<b>Queries</b>	<b>UNDP Response</b>
1.	Does the firm need to submit script for TVC with the technical proposal?	Firms do not need to submit TVC script with technical proposal. But they may describe the plan in methodology part.
2.	What is the specification for Jute Bag as a promotional item?	A sample design for Jute Bag has been provided in the Notice.
3.	Does the TVC needs casting of renowned artist? Or the general presentation of entrepreneurs is recommended?	Firms will propose the artists considering the objectives of the work to get full benefit from the TVC.
4.	For television channels, only TVC will be aired? Or any other form of advertisement is recommended?	Media buying is optional, firm may propose. But the TVC will be shared in social media platforms. In TV channels, Anondomela will be promoted in existing entrepreneur based programs.
5.	Should the firm include TVC airing cost as well in the financial proposal?	If firms propose airing the TVC, they will need to add the costs.
6.	The RFP mentions about 1000 promotional items like jute bags, can the firm propose any other creative idea like vouchers, discount coupon etc?	This is clearly mentioned in the ToR that firms will propose creative ideas as well to promote Anondomela platform.
7.	In total, how many videos and paper promotional the firm is supposed to make against this RFP?	2 print and video tutorials and 1 animation (2/3mins) will be made by the successful firm.
8.	In the talk shows, who should be the participants? Any recommendation from UNDP?	Relevant market leaders' and popular successful entrepreneurs' names might be proposed who have participated in talk shows.

9.	For social media posts, is separate photoshoot needed?	Photoshoot will be needed for high resolution pictures for static or motion graphics social media posts. But existing contents, photos will be shared with the firm.
10.	Is there any upper limit for financial proposal against this RFP?	This totally depends on the firm's experience and idea about market price. There is no recommendation on financial proposal from UNDP's part.

***Special Note:***

***The Financial Proposal and the Technical Proposal files MUST BE COMPLETELY SEPARATE and uploaded separately in the system and clearly named as either "TECHNICAL PROPOSAL" or "FINANCIAL PROPOSAL", as appropriate. The file with the "FINANCIAL PROPOSAL" must be encrypted with a password. Please DO NOT put price anywhere in the submission or in the e-tendering system other than encrypted financial proposal. Please insert '1' as your bid price in the e-tendering line item. Please do not mention the amount in the forwarding letter as well.***

***It is requested to submit your bid a day prior or well before the closing time. Please avoid last minute submission.***

***\*\*Any bidder seeking E-tendering access/submission related support should specify Request for Proposal number' on the Email subject line and send it to [bd.procurement@undp.org](mailto:bd.procurement@undp.org). \*\****

**The submission deadline is 04:30 PM (BDT), 07 November 2021**

**Note: Above Clarifications in response to queries raised during the pre-bid meeting and amendments shall be an integral part of the RFP document and supersede all provisions as applicable.**