



Minutes of the Pre-Proposal Conference

Date & Time: August 23, 2022, at 1100 hrs.

Venue: Zoom Meeting

Request for Quotation (RFQ) for

“Hiring a Creative Agency for Developing NAPS “Communication and Awareness Toolkit”

RFQ-083-IND-2022 (Event ID-IND10-0000013157)

Participants

UNDP:

- Shriya Mohan, Inclusive Growth, UNDP
- Govindaraj Jeyachandran, Karnataka State Head, Inclusive Growth, UNDP
- Manikandan, Procurement Unit, UNDP

Representatives of the following agency attended the Pre-bid meeting:

- Nikhil Rajaram, Gutenberg
- Manik Tandon, The Visual House
- Rajesh Kuveskar, 4AM Worldwide Advertising Private Limited
- Rajneesh Kumar, Magic Spangle Studios Pvt Ltd.

- **Proceedings:**

The meeting started with setting context of RFQ of hiring a creative agency for development NAPS communication and awareness toolkit, by Shriya Mohan, Communications Officer at UNDP India.

Things to remember while submitting the bid:

1. Go through the UNDP user guide for bidders on UNDP website. In case of any clarification write a mail to the procurement focal point name given in the RFQ document.
2. Try to submit your bid a day prior or well before the closing time. Do not wait until last minute. If you face any issue submitting your bid at the last minute, UNDP may not be able to assist.
3. Technical & Financial proposal is submitted on the letter head of the organisation and should be signed by the authorised person submitting the proposal.
4. Name, Email id. and contact number of the authorised person submitting the proposals should be clearly mentioned on the cover letter.
5. Please go through the eligibility criteria carefully.

UNDP clarified that only written responses through the minutes of meeting should be considered as final. Participants were asked, if they face any issues with e-Tendering system, they may contact UNDP focal person mentioned in the RFQ. It was also informed that the minutes of the Pre-Proposal Conference would be uploaded on the eTendering Portal.

Mr. Manikandan from Procurement Unit – UNDP concluded the meeting with a vote of thanks to the representatives of the participating agencies.

Clarifications requested during the Pre-Proposal Conference & sent via email; and UNDP's response attached as Annexure-1.

Annexure-1

RFQ Ref./Description: RFQ-083-IND-2022 (Event ID-IND10-0000013157)– “Hiring a Creative Agency for Developing NAPS “Communication and Awareness Toolkit”

Sl. No.	Query	Response
1	Will the animated AVs be multilingual?	The AVs have to be animated and yes, we want this to be multilingual. The animation will remain the same, but the language spoken as well as the subtitles will be multilingual. English, Gujarati, Kannada, and Hindi will be the four languages content will be developed in.
2	Will the reference links given in RFQ will be used for preparing the communication and awareness toolkit?	No, the links were only given to provide an idea of NAPS and apprenticeships. For example, the word apprenticeships itself is something that people hold myths about and assume it's something technical, or similar to an internship. We want to bust myths and make the concept accessible. Therefore, in all the creatives we are doing, we really want to trigger interest. So the links were just given to get an understanding but we want you to think out of the box and animate in a way that's compelling.
3	Will the subject matter expert support be provided?	Yes, we will be working closely together. There is a NAPS toolkit being written by a skills consultant which is almost in the final stage. We will be providing you with extra inputs but we expect you to know how to extrapolate that data and information and use it in a very creative, engaging manner.
4	Is there live shoot involved and whether it is to be done by the vendor?	Yes, there is a live shoot involved, at least when it comes to the human impact stories. We want some great stories of apprentices, possible employers who have seen the benefits of apprenticeships on how it has boosted their employability, career and their learnings. We're looking at shoots in Jamnagar and Dwarka in Gujarat, Raichur. Mangalore, rural Bangalore and Dakshin Kannada in Karnataka, and parts of Delhi NCR. These are the possible areas where we would connect you to someone who would make a good human impact story and we'd expect you to get that footage.
5	Will the Human stories also be multilingual?	Yes. The audio will be in their respective regional languages (Hindi, Kannada, Gujarati) so we will have English subtitles and other regional language for the same in Hindi, Kannada and Gujarati.
6	The brochure will be made in how many languages?	Hindi, English, Kannada, and Gujarati.

7	The Amendment mentions the Avs, so are we still looking for the shorter versions or do we just need to make one version?	Yes, we will be using shorter 30 second versions which must be culled out from the longer version. We will use it for YouTube ads which will trigger interest on social media.
8	Do the timelines shared for the different deliverables include timelines for translations as well?	Yes
9	Will translated documents also have to be designed?	Yes
10	Are translations also required for the video scripts?	Yes, for subtitling we will require it.

Kindly check UNDP e-tendering portal for updates.

Please go through the weblink below for accessing the UNDP e-tendering user guide for bidders and video guide on how to register a bidder profile on e-tendering and video guide on how to submit a bid on eTendering.

[UNDP eTendering User Guide for Bidders](#)

<https://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notice/resources/>

[Video Guide on How to Register a Bidder Profile on eTendering](#)

<https://www.youtube.com/watch?v=Trv1FX6reu8&feature=youtu.be>

[Video Guide on How to Submit a Bid on eTendering](#)

<https://www.youtube.com/watch?v=cy34AXsYMrC&feature=youtu.be>
