



## MSME SUPPORT POLICIES AND PROGRAMMES



# Response to queries w.r.t the RFP for Communication Strategy and Actionable Media plan (Date of Issue: 16<sup>th</sup> August 12)

No	Queries	Response
1	With reference to the 26.1 million MSMEs in the country, can we get their distribution region wise and state wise? Also, with reference to the target audiences (prospective entrepreneurs etc) is any special/greater focus required on certain geographical areas or states? Please clarify the above.	Details about MSMEs in India can be found in 4 <sup>th</sup> MSME census. It's also available at <a href="http://www.dcmsme.gov.in/data-stat.htm">http://www.dcmsme.gov.in/data-stat.htm</a> , please refer to that for any details. With reference to target audience, there is no special focus on certain geographical areas or states except North east region; however that is regarding scope of the schemes. Office of DC MSME has all India mandate and as part of this exercise, most appropriate strategy and action plan has to be developed – which may or may not include special regional focus.
2	Kindly clarify if the implementation will be done across Pan India or will it be in one state as you have mentioned the agency will conduct a Pilot project.	We understand that section 4.4 is being referred here. Role of the consulting agency will be to provide technical assistance to office of DC MSME / GIZ in implementation of “developed strategy and action plan” on NMCP schemes i.e concretize the plan specific to this. Implementation of strategy will be on Pan India basis but as mentioned in RFP, cost of creative development should not be included as part of this RFP.
3	If it is a Pilot project will it be scheme based or State wise?	Scheme /Policy based
4	The release will be done on DAVP rates or the commercial rates?	DAVP rates (Wherever Applicable) through office of DC MSME , Ministry of MSME , GoI
5	How much of travelling is anticipated? It would help us to quote accordingly, alongwith the number of persons that may be required.	Travelling out of Delhi will be required basically to fulfill the tasks mentioned in 4.2 regarding primary interaction with key stakeholders on a sample basis. In our estimation and understanding 2-3 such visits should be sufficient. Our estimation of mandays is 61 comprising all type of resources (Team Lead 30% , senior resources 40%



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		, Junior resources 30%) and of budget is approx 40,000 Euro .
6	<p>Under the <b>Scope of services, Sub head ‘4.4 Implementation’, Task of agencies will assist the programme in getting the creative agency on board.</b> Kindly clarify if there will be two separate agencies <b>i)</b> to develop a communication strategy and actionable media plan, <b>ii)</b> to develop creatives and media tools? Whereupon you have mentioned that creative development should not be part of financial proposal?</p>	<p>As per the present scope of work, creative development is not part of the assignment and therefore it has been mentioned that cost of creative development should not be part of this proposal. Engagement of creative agency will be a separate assignment on specific requirement and the same agency can also be engaged based on technical and cost competencies and same is mentioned in 4.4</p>
7	<p>Are we also suppose to present creatives along-with our technical proposal at this point?</p>	<p>Not required, but sample of strategy and media plan work will be helpful in understanding the quality of prior work experience.</p>