

MAHARASHTRA POLLUTION CONTROL BOARD

Tel: 24010437, Ext.311
Fax: 24024068 / 24023515
Website: www.mpcb.gov.in
E-mail: pro@mpcb.gov.in



Kalpataru Point, 3rd Floor
Opp. Cine Planet Cinema,
Near Sion Circle, Sion (E)
Mumbai-400 022.

Minutes of Pre-Bid Meeting for Appointment of Agency for Strategic Planning, Capacity Building, Innovative Initiatives and Branding for Maharashtra Pollution Control Board (MPCB)

1. Brief about the meeting

Date: 01.07.2024

Day: Thursday

Time: 11:00 AM – 12:00 PM

Place: Online meeting over MS Teams platform and MPCB Office

2. Agenda

Table 1: Pre-Bid Meeting

The following attendees were present for the Pre-Bid Meeting

#	Name	Designation and Organization
1.	Mr. V.M Motghare	JD (APC), MPCB
2.	Mr. N.N. Gurav	AST, MPCB
3.	Mr. Dinesh Sonavane	SO, MPCB
4.	Mr. Sanjay Bhuskute	PRO, MPCB
5.	Mr. Prabhakar Bagade	Consultant, KPMG
6.	Representative	Ideatelab (Ionz Digital Pvt Ltd), Bidder
7.	Representative	EY
8.	Mr. Amit	Admire Publicity


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3. Main Points Discussed

Table 2: Pre-Bid Queries

Sl. No.	Page. No. and Clause Reference	RFP Condition	Our Query and Request for Amendment	Clarification/Amendment by MPCB								
1.	Page 14> 2.4 - Proposal Preparation Costs	All materials submitted by the bidder shall be the absolute property of MPCB and no copyright /patent etc. shall be entertained by MPCB.	We kindly request a reconsideration of the clause regarding the ownership of all documents submitted by the participating firm. The legal documents that accompany our technical proposal are proprietary to participating firm.	No change								
2.	Page 19> 2.23 Pre-qualification Criteria	PQ1> Documents to be submitted a.) General Information of Bidder along with Bidder's constituting documents such as MOA, AOA.	Similar to companies, Limited Liability Partnerships (LLPs) do not operate under a MOA or AOA. Instead, they are regulated by an LLP Agreement. Would the document from the Registrar of Companies (RoC) not fulfil this requirement for an LLP?	Revised Clause to be read as: <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #002060; color: white;"> <th>Sr. No.</th> <th>Basic Requirement</th> <th>Eligibility Criteria</th> <th>Documents to be submitted</th> </tr> </thead> <tbody> <tr> <td>PQ1</td> <td>Legal Entity</td> <td>The bidder should be a company registered under the Companies Act, 2013 or the Companies Act, 1956 OR a Limited Liability Partnership (LLP) registered under the</td> <td>a) For companies registered under Companies Act, 2013 or the Companies Act, 1956, General Information of Bidder along with Bidder's constituting</td> </tr> </tbody> </table>	Sr. No.	Basic Requirement	Eligibility Criteria	Documents to be submitted	PQ1	Legal Entity	The bidder should be a company registered under the Companies Act, 2013 or the Companies Act, 1956 OR a Limited Liability Partnership (LLP) registered under the	a) For companies registered under Companies Act, 2013 or the Companies Act, 1956, General Information of Bidder along with Bidder's constituting
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				LLP Act, 2008 OR Indian Partnership Act 1932 as amended time to time.
				documents such as MOA, AOA b) For companies registered under the LLP Act, 2008 or Indian Partnership Act 1932 Copy of Certificate of Incorporation / Registration/ Partnership deed of Bidder/ LLP deed, documents to be submitted as applicable c) Copy of PAN Card d) Copy of GST Registration e) Copy of Power of Attorney as per Annexure E
3.	Page 19> 2.23 Pre-	PQ2> Turnover - The average annual turnover of the bidder	We kindly request that the qualification threshold be raised	No Change

Handwritten signature
 जनसंपर्क अधिकारी
 म. प्र. वि. संजल संघ

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	qualification Criteria And Page 22> 2.27 Technical Evaluation Criteria> TQ1	for the last three (03) audited financial years should be more than INR 0.75 Cr. (FY 2020-21, FY 2021-22, FY 2022-23)	to a minimum of 20 Crores, it brings homogeneity in competition. This adjustment would help to ensure that organizations with robust technical expertise, in-house capabilities with backstopping support pool, and a solid financial foundation are attracted to participate.	
4.	Page 19> 2.23 Pre-qualification Criteria And Page 22> 2.27 Technical Evaluation Criteria> TQ2	PQ4> Project Experience 1 and 3> "Similar works"*: The bidders should have project experience in handling in Strategic marketing, public relations, Online Content Creation and event management for any Central/State Govt. or Sate Govt. Undertaking/ PSU/ULBs.	A lack of understanding regarding the thematic elements, associated policies, and programs that the pollution control board addresses could compromise the success of this multiyear project and present obstacles in meeting the objectives of the assignment. There is a possibility that the MPCB might need to inform and educate the consulting team about environmental policies, programs, and its mandates. Given the scope of work and the activities of the pollution control board, we propose the following amendments to the	No change

(Handwritten Signature)
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			<p>Qualifying Criteria for Project Experience 1, 2, and 3: We suggest combining the criteria for Project Experience 1 and 3 and revising them as follows: Project Experience 1: The Bidder must have experience in “similar works”* during last ten (10) years as on last date of submission of bid as per following details: - ... “Similar works”*: The bidders should have project experience in Strategic marketing, public relations, state/ national level Campaign development and management, Online Content Creation, event management, Branding, Social Media management for any Central/State Govt. or Sate Govt. Undertaking/ PSU/ULBs.</p>	
5.	And Page 23> 2.27 Technical Evaluation Criteria> TQ3	Project Experience 2	<p>Request you to please include certain types of experience and revising it as follows: “The bidder must have project</p>	No Change


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Sl. No.	Page. No. and Clause Reference	RFP Condition	Our Query and Request for Amendment	Clarification/Amendment by MPCB
			experience in last ten years in handling assignments related to Strategic Planning, Capacity Building and Innovative Initiatives on Environmental and climate change related matter for any Central/State Govt. or State Govt. Undertaking/ PSU/ULBs.	
6.	And Page 24> 2.27 Technical Evaluation Criteria> TQ4	Project Experience 3	Request you to please replace the existing criteria or include this new criterion: The agency should have a minimum of ten (10) years of expertise in thematic fields that include Waste Management, Air Pollution, the Environmental Clearance Process, Consent Management, Environmental Compliance, Environmental Assessment, and the development of Environmental Management Plans. Additionally, the agency should have experience working with at least one Pollution Control Board in any of these thematic areas.	No change
7.	Page 21> PQ7-	The bidder should have	Request you to please include	No change


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Sl. No.	Page. No. and Clause Reference	RFP Condition	Our Query and Request for Amendment	Clarification/Amendment by MPCB
	Manpower Strength And Page 24> 2.27 > TQ4 Manpower Strength	minimum 20 full time resources having experience for Strategic Planning, Capacity Building, Innovative Initiatives and Branding on its payroll as on date of submission of the bid.	certain types of experience and revising it as follows: The bidder should have minimum 20 full time resources having experience for Strategic Planning, Capacity Building, Innovative Initiatives for Environmental project and Branding on its payroll as on date of submission of the bid.	
8.	Page 33> 1. Project Manger	Qualifications and Expertise: <ul style="list-style-type: none">• Bachelor's degree in business administration, Marketing, Communications, or a related field. An MBA is preferred.• At least 10 years of experience in account management within a marketing or advertising agency.• Strong project management skills and the ability to handle multiple tasks simultaneously.• Excellent communication and interpersonal skills.	We suggest that including a technical expert with an Environmental background would be beneficial for grasping the various policies, programs, and activities conducted by the MPCB, as well as their context, requirements, and relevant stakeholders. In light of this, we kindly request the addition of one technical person to the proposed team. Given that separate roles for a Social Media Expert, Creative Expert, and Content Writer are proposed, we either recommend the inclusion of an additional	No change


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			<p>Thematic Expert – specifically an Environmental Expert – or an adjustment to the educational and professional qualifications required for the Project Manager as detailed below:</p> <ul style="list-style-type: none">• Master's in environmental science, Environmental/ Civil Engineering, Environmental Management, Sustainability, Climate Change.• Should have a minimum of 10 years of professional experience in the Environmental or Climate Change sector. He should have completed at least two (2) projects in collaboration with any pollution control board (PCB), focusing on Waste Management and Environmental Management Plans. Additionally, he should have a thorough understanding of the relevant legislation, plans, and policies related to PCBs, as well as their roles and functions.• Strong project management skills and the ability to handle	

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			multiple tasks simultaneously. • Excellent communication and interpersonal skills.																
9.	Page 36> Service Level Agreement>	Penally clause and contract termination: Delay in Submission after the due date as per project timeline will be INR 2000/day. INR 5,000 per day till 10 days.	The penalty provision appears to contain an inconsistency, stating both a daily fine of INR 2,000 and a daily fine of INR 5,000 for up to 10 days. We would appreciate clarification on this discrepancy. Furthermore, we find the penalty clause to be quite stringent. We propose a more lenient approach, with a maximum penalty capped at 3% of the contract value. We suggest revising the penalty to INR 1,000 per day for each day of delay, up to a period of 15 days. Additionally, we kindly request an amendment to the contract termination clause that currently allows for termination by MPCB after a delay of 10/15 days due to unsatisfactory performance. We propose a more flexible approach that would provide additional time to address	Revised Clause to be read as: <table border="1" data-bbox="1287 683 2141 1410"> <thead> <tr> <th></th> <th>Parameters</th> <th>SLA</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Submission of Inception Report, Work Plan and Delivery Schedules</td> <td>Delay in Submission after the due date as per project timeline will be INR 2000/day. INR 2,000 per day till 10 days. Post 10 days Breach of contract termination may be invoked</td> </tr> <tr> <td>2.</td> <td>Submission of each Deliverables as per approved timeline</td> <td>Delay in Submission of deliverables after the due date as per project timeline will be INR 2000/day. INR 2,000 per day till 10 days. Post 10 days Breach of contract termination may be invoked</td> </tr> <tr> <td>3.</td> <td>On-boarding of all resources and Commencement of services as per project timeline</td> <td>Delay in Deployment of Resources as per project timeline will be INR 1000/day. INR 1,000 per day till 30 days. Post 30 days Breach of contract termination may be invoked</td> </tr> <tr> <td>4.</td> <td>For non-</td> <td>Penalty levied will be INR 10,000 per day</td> </tr> </tbody> </table>		Parameters	SLA	1.	Submission of Inception Report, Work Plan and Delivery Schedules	Delay in Submission after the due date as per project timeline will be INR 2000/day. INR 2,000 per day till 10 days. Post 10 days Breach of contract termination may be invoked	2.	Submission of each Deliverables as per approved timeline	Delay in Submission of deliverables after the due date as per project timeline will be INR 2000/day. INR 2,000 per day till 10 days. Post 10 days Breach of contract termination may be invoked	3.	On-boarding of all resources and Commencement of services as per project timeline	Delay in Deployment of Resources as per project timeline will be INR 1000/day. INR 1,000 per day till 30 days. Post 30 days Breach of contract termination may be invoked	4.	For non-	Penalty levied will be INR 10,000 per day
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			any issues and improve performance before such a significant action is taken.	<table border="1"> <tr> <td></td> <td>availability of resource for more than 15 days</td> <td>Post 30 days Breach of contract termination may be invoked</td> </tr> <tr> <td>5.</td> <td>Replacement of resource</td> <td>Replacement of resources shall have equal or better qualifications and experience as per the clause 3.3. If Selected bidder fails to provide a replacement Key Expert with equal or better qualifications, or if the provided reasons for the replacement or justification are unacceptable to the authority then it will be considered as breach of contract and termination will be invoked.</td> </tr> </table>		availability of resource for more than 15 days	Post 30 days Breach of contract termination may be invoked	5.	Replacement of resource	Replacement of resources shall have equal or better qualifications and experience as per the clause 3.3. If Selected bidder fails to provide a replacement Key Expert with equal or better qualifications, or if the provided reasons for the replacement or justification are unacceptable to the authority then it will be considered as breach of contract and termination will be invoked.
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10.	Page 9> Tender Schedule	Bid submission (End Date) – 7th August, 2024	Securing the required internal approvals for bid submission, fulfilling all legal prerequisites and compilation of same in the specified formats, assembling a team of qualified experts, and consolidating the technical and financial proposals are time-consuming processes. Therefore, we request an extension of the bid submission deadline by at least two (2) weeks i.e 21/08/24 from	Revised Clause to be read as: Refer Date Corrigendum 2						

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11	BoQ	1.05> Total Yearly Cost (1st Year) and 1.06> Grand Total Cost	the current closing date. Could you please clarify whether we are required to provide the total annual cost and the cost for three years in the column labelled "Unit Rate per month"?	Revised Clause to be read as: 7.1 Financial Proposal (Pg. 14 of this document)
12	BoQ		The requirement to set up an office in Mumbai has been noted, yet there no provision in BoQ for the costs associated with establishing and operating the office. Given that this is a multiyear project, it is anticipated that several experts and representatives from the consulting firm will need to make multiple trips to the MPCB office, potentially necessitating air travel. Additionally, there is no BoQ provision for project-related expenses such as local transportation, printing, stationery, advertainment and purchase of printer, table, chair, office furnishing and so on. Could you please provide clarification on how these costs	All the mentioned costs shall have to be factored under the manpower cost head.

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			should be accommodated in BoQ?	
13	Page No. 18, Section No. 2.23 Point No. PQ4	Request for the Consider the Private Sector Experience Also	The bidders should have project experience in handling Strategic marketing, public relations, Online Content Creation and event management for any Central/State Govt. or Sate Govt. Undertaking / PSU / ULBs.	No Change
14			1. We have multiple work presentations in PPT formats which we would like to attach along with the other documentations as mentioned in the work experience. Hence, is it okay if we attach these presentations in pdf format for your reference?	Documents to be submitted as per RFP requirement
15			2. Also, can we submit work experience of same clients under different head of Pre-qualification and Technical qualification proposal each?	Yes

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16.			3. Furthermore, pertaining to BOQ sheet, will the unit rate per month for manpower equivalent to the monthly retainer cost?	All cost to be considered under the Manpower Cost (under various resource category cost mentioned in the BoQ)
17.			We had a query relating to the "Annexure E : Power of Attorney" as mentioned in the RFP Draft. The query is as follows: Do we need to submit power of attorney of an in-house legal person or any of our practicing attorneys who represent us before the court of law?	Submission of Power of Attorney through an in-house legal person can be done

4. Action Items and Next Steps

- Publication of Corrigendum 1 for incorporating the above-mentioned change in Table 2 Sl. No. 3
- Publication of Corrigendum 2 for extending bid submission date


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7.1 Financial Proposal

Revised Format for Financial Bid

(COMMERCIAL BID OR PRICE BID)

To,
The Member Secretary,
Maharashtra Pollution Control Board,
Kalpataru Point, 3rd floor,
Opposite PVR Cinema,
Sion Circle, Sion, Mumbai-400 022

Ref :

Sir,

As per Terms & Conditions of tender document,

I/We _____ Address _____

Furnish the following rates for at MPCB.

1. **Price and Validity:** All the prices mentioned in our bid are in accordance with the terms as specified in the bidding documents. All the prices and other terms and conditions of this bid are valid for a period of 180 days from the date of opening of bids.
2. **Taxes:** We have studied the clause relating to Indian Income Tax and hereby declare that if any applicable direct or indirect taxes (Foreign, Central or State or Local), rates, duties, charges and levies (Central or State or Local), except Goods and Service tax is altered


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under the law, we shall pay the same. GST shall be billed by bidder and paid by MPCB as per actual and prevailing rates.

3. **Deviations:** We hereby declare that all terms and conditions mentioned in RFP (Annexures and Corrigendum) are acceptable to us without any deviation and all the services shall be performed strictly in accordance with the bid documents.
4. **Unit Rates:** We have indicated in the relevant schedules enclosed, the unit rates, wherever requested, for the purpose of on account of payment as well as for price adjustment in case of any increase to / decrease from the scope of work under the contract.
5. **Qualifying Data:** We confirm having submitted the information as required by you in your Instruction to Bidders. In case you require any other further information/documentary proof in this regard before evaluation of our Tender, we agree to furnish the same in time to your satisfaction.
6. **Security Deposit:** We hereby declare that in case the contract is awarded to us, we shall submit the security deposit in the form prescribed in RFP.
7. **Engagement Model:** We hereby agree to abide to the Scope of work, Project Payment Model and Engagement Model as prescribed in the RFP

We hereby declare that our bid is made in good faith, without collusion or fraud and the information contained in the bid is true and correct to the best of our knowledge and belief.

We understand that our bid is binding on us and that you are not bound to accept a Bid you receive.

Table A. Manpower Cost

The following manpower cost is sought from the bidder, which shall be used for the evaluation purpose. Bidders are required to quote the rates for all the proposed key personnel for this engagement as per the manpower deployment plan.


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S. No.	Proposed Role	Number of resource (A)	Unit Rate per month excluding GST (in INR) (B)	Total amount excluding GST (in INR) (C) = (A) x (B)
1.	Project Manger	1		
2.	Digital Marketing Specialist	1		
3.	Creative Expert	1		
4.	Content Writers (well-versed/fluent in English, Marathi & Hindi)	1		
Total Yearly Cost (excluding GST in INR)				
Grand Total Cost for 3 years (excluding GST in INR)				
(This figure shall be used for evaluation of financial proposal)				

Note: Grand Total Cost for 3 years (excluding GST in INR) shall be used for evaluation of financial proposal for deciding the most responsive bidder.


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