



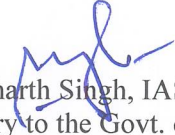
GOVERNMENT OF ASSAM  
ASSAM HEALTH INFRASTRUCTURE DEVELOPMENT AND MANAGEMENT SOCIETY  
4th Floor, Nayantara Supermarket, Sixmile, Guwahati-781022

No. AHIDMS/WB/ASSIST/JEC/164/2025/100

Dated: .01.2026

**Reply to Bidder's Queries-I**

In reference to the RFP No. IN-AHIDMS-511804-CS-QCBS, invited for Consulting Services for Creative Multimedia Communication Agency under AHIDMS, bidders are requested to take note of the enclosed Annexure I that contains the replies to the bidder's queries.

  
Dr. Siddharth Singh, IAS  
Commissioner & Secretary to the Govt. of Assam,  
MERD. cum Project Director, AHIDMS

**Annexure I**

**RFP No:** IN-AHIDMS-511804-CS-QCBS

**Name of the Service:** Consulting Services for Creative Multimedia Communication Agency under AHIDMS

Sr. No.	Clause No.	Pg. No.	Original Clause	Clarification / Suggestion by the Participants	AHIDMS Response
1	Section 8/ Conditions of Contract and Contract Forms	77	Acceptance of quarterly report containing details of monthly activities consisting of: 1) Creating Social Media handles and developing communication materials including boosting 2) Designing printable IEC materials of brochures, leaflet, handouts, poster, newspaper Adv etc.	<b>Payment Terms</b> The payment schedule outlined in the Terms of Reference (Section 7) and Special Conditions of Contract (Section 8) appears confusing, particularly regarding the quarterly payments (noted as "48 of Contract amount 6 per quarter for two years"). Kindly elaborate clearly on the exact percentage or amount payable per quarter, the cumulative structure over 8 quarters, and how it aligns with the total contract value (e.g., inception report 5%, logo 2%, quarterly 48% total, AV 30%, audio 6%, final report 9%).	In the Terms of Reference (Section 7) and the Special Conditions of Contract (Section 8), it is clearly stipulated that for Deliverable Sl. No. 3, payment shall be made on acceptance of the deliverables at the rate of 6% of the Contract Amount per quarter for a period of two (2) years, amounting to 48% of the Contract Amount.
2				<b>Budget of Proposed Work</b> Kindly provide the total estimated budget or indicative contract value for the proposed work under this RFP, including any breakdown for remuneration, reimbursables, and GST (as per Forms FIN-1 to FIN-4 in Section 4).	The total estimated budget is an internal assessment of the AHIDM Society for the assignment. The bidders are required to quote their financial proposals based on their own assessment in accordance with the Terms of Reference.
3	<b>Section 2   E. Data Sheet   Part A [Mandatory</b>	36	The firm must have experience of providing/ having provided three (03) assignments/ contracts of comprehensive IEC communication service for Central/ State Government	In this regard, we respectfully submit that the domain of comprehensive IEC communication services is relatively nascent in Assam, and the overall market size for such assignments within the State is significantly limited when compared to the	RFP Provision shall prevail.

	<b>Criteria]   Sl. No. 3</b>		Departments/ Institutions in Assam during the last five years, out of which the contract value of one assignment/ contract (completed) must be equal to or more than INR 200 lacs.	national scenario. Consequently, most Assam-based agencies may find it challenging to meet the stipulated contract value threshold, despite possessing the requisite technical capability, experience, and local expertise. In view of the above, we humbly request that the requirement of “contract value of one assignment/ contract (completed) must be equal to or more than INR 200 lacs” may kindly be revised to “contract value of one assignment/ contract (completed) must be equal to or more than INR 50 lacs.”	
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Dr. Siddharth Singh, IAS  
Commissioner & Secretary to the Govt. of Assam,  
MERD. cum Project Director, AHIDMS