

# RFP for Selection of Social Media Agency – Corrigendum

## Amendment in RFP w.r.t. Pre-Bid Conference held on May 31, 2016 at DeitY Conference Room No. 4009, Electronics Niketan, 6, CGO Complex, New Delhi

The queries received from prospective bidders were deliberated during the pre-bid conference. These queries along with their replies, including the amendments in RFP are as under:

| Sl. No. | Firm                          | Query Description   | Reply   |
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| 1.      | C-NET Infotech Pvt. Ltd.      | The units registered under Single Point Registration Scheme of NSIC are eligible to get the following benefits under “Public Procurement Policy for Micro & Small Enterprises (MSEs) Order 2012” as notified by the Government of India, Ministry of Micro Small & Medium Enterprises, New Delhi vide Gazette Notification dated 23.03.2012 (attached herewith). Issue of the Tender Sets free of cost; Exemption from payment of Earnest Money Deposit (EMD). So, it is requested that kindly modify the conditions as below: -<br><br>Exemption from remittance of tender document fees /EMD for the units holding SSI/NSIC Registration. | Exemption as per Government of India Rules shall be applicable subject to submission of valid certificate by bidders. Bidders shall ensure that they are exempted for the specific job work. NIELIT reserves the right to make suitable enquiries and decide accordingly. |
| 2       | Centum Advt. & Mkt. Pvt. Ltd. | Is it that the presentation that needs to be submitted for the evaluation of technical proposal (on the Strategy, Strength, Approach & Methodology) has to be made for executing NIELIT’s social media activities? Will the very same strategy be executed or it needs to be made just in order to obtain marks?  | Presentation shall be based on details as sought as per Clause 2.12 (S. No. 3) of the RFP. Clause 7.6 of the RFP (1T-‘C’) may also be referred.<br><br>With regard to detailed plan of action, refer Clause 3.B of the RFP.   |
| 3(i)    | Lawvedic Pvt. Ltd.            | In last three years, Firm/ Agency must have completed/ in progress minimum 3 separate projects for different clients on Social Media Monitoring and Management, out of which at least 2 projects should be from Government organization/ PSU/ Autonomous bodies/ <b>Private Sector/MNC</b> , in India. Each of these projects should have a Fee Value of Rs. 25 lakh or more.   | RFP Clause 2.11 remains <b>UNCHANGED</b> .  |
| 3(ii)   | Lawvedic Pvt. Ltd.            | A detailed presentation on the work done for the 3 separate clients, with project value of Rs. 25 Lakhs or more, out of which at least 2 projects should be from Government/ <b>Private sector/ MNC company</b>   | RFP Clause 2.12 (S.No. 3) remains <b>UNCHANGED</b> .  |

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| 3(iii) | Lawvedic Pvt. Ltd.                  | As per guideline of MSME- 2012 , there is no mentioning of MSME enterprise benefits mentioned. Please change eligibility criteria as follows:<br>- Exemption on tender document cost<br>- Exemption on EMD amount for MSME companies<br>Also, Please provide more marks to companies who have done more private work or MNC work than public sector work preferences given currently.  | Refer to the reply at point 1 above.  |
| 4(i)   | Silver Touch Technologies Ltd.      | In this reference, we would request you to consider experience of Private Sector also as per Evaluation of Technical Proposal along with Govt./PSU / Automation bodies in India. So that authority will get more competitive and qualitative bids.   | RFP Clause 2.11 remains <b>UNCHANGED</b> .  |
| 4(ii)  | Silver Touch Technologies Ltd.      | As per standard practice in all government tenders, we would request you to consider EMD in the form of Bank Guarantee also. Please share format / draft of Bank Guarantee, if allowed.  | RFP Clause 2.6 remains <b>UNCHANGED</b> .   |
| 5      | ADG Online Solution                 | In last three years, Firm/ Agency must have completed/ in progress minimum 3 separate projects for different clients on Social Media Monitoring and Management, out of which at least 2 projects should be from Government organization/ PSU/ Autonomous bodies/ <b>Private Sector/MNC</b> , in India. Each of these projects should have a Fee Value of Rs. 25 lakh or more.  | RFP Clause 2.11 remains <b>UNCHANGED</b> .  |
| 6(i)   | NASCENT Info Technologies Pvt. Ltd. | In reference to this clause we would like to highlight that financial year 2015-16 is already finished and hence bidder should also be allowed to submit the CA Certificate and Audited/Provisional balance sheets for Turnover and Profitability for the last three financial years 2013-14, 2014-15 & 2015-16.<br>OR<br>The Firm/Agency should be profitable organization as on 31.03.2015.  | RFP Clause 2.11 remains <b>UNCHANGED</b> .  |
| 6(ii)  | NASCENT Info Technologies Pvt. Ltd. | In reference to this clause we would request you to kindly clarify that 2 separate projects for Social media monitoring and management for same clients would be considered?<br>In reference to this clause we would like to highlight that most government department/PSUs have initiated outsourcing of Social Media Activities are mainly on manpower basis and excluding any media buying hence the value of Social media projects are very low compare to other IT Projects.<br>In view of above, we humbly request you to relax the valuation cap of Rs.25 lakhs and allow bidders having projects valuing Rs.18 lakhs or above. | RFP Clause 2.11 remains <b>UNCHANGED</b> .<br><br>Under S. No. 3 (Clause 2.11) and S. No. 1 (Clause 2.12), '3 separate projects for different clients' means '3 separate project for 3 different clients' |

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| 7(i)   | Zapak Digital Entertainment Ltd.<br>(Reliance Group) | How do your courses differ from similar courses in the market. What is the benefit to the student who does NIELIT course as compared to other courses?   | For details refer to the official website of NIELIT at <a href="http://www.nielit.gov.in">http://www.nielit.gov.in</a>  |
| 7(ii)  |  | What is the Target Market you are looking at. Is it Tier 2 or Tier 3 cities? Do you have a specific age group you want to target?  | NIELIT has PAN India presence. For more details refer to the official website of NIELIT at <a href="http://www.nielit.gov.in">http://www.nielit.gov.in</a>  |
| 7(iii) |  | Are there any gender specific discounts for the courses eg. Do women/ Widows get an fee waivers etc.   | As per Government of India policy. For details refer to the official website of NIELIT at <a href="http://www.nielit.gov.in">http://www.nielit.gov.in</a>   |
| 7(iv)  |  | When you say you want to highlight the role of NIELITS under 'Make in India' , do these students/ graduates get any international exposure or internships opportunities abroad to display their skills? OR Does this mean you want to highlight 'Study In India.'                  | For details refer to the official website of NIELIT at <a href="http://www.nielit.gov.in">http://www.nielit.gov.in</a>  |
| 8(i)   | Trivone Content Services                             | EMD should be in favour of whom?   | Refer RFP Clause 2.6. EMD should be in favour of NIELIT, payable at New Delhi   |
| 8(ii)  |  | In the past three years, government has not issued projects for Social Media with fee value of Rs. 25 lakhs or more. Now the government has started issuing such high value projects. Fee Value shall be considered only for Private Company projects and not government projects. | RFP Clause 2.11 remains <b>UNCHANGED</b> .  |
| 8(iii) |  | If the release of work order is delayed the team members might change.   | In the event of any change in team members, agency shall ensure that the qualification and experience of team members is as per RFP. Any change should be made with concurrence of NIELIT and through proper planning, ensuring that work is not affected.      |
| 8(iv)  |  | There is no definite or approximate number of social media platforms and pages. How many shall be considered? Without knowing the number of pages, appropriate number of resources cannot be appointed.  | Refer RFP Clause 3.A.2.i. Primarily Facebook and Twitter are targeted, however, the scope of work includes other social media platforms such as Youtube, Google plus, Instagram etc. in line with the strategy adopted by GoI organizations, from time to time. |
| 8(v)   |  | How many videos, cartoons and animations are required to be created in a month?  | Refer RFP Clause 3B.  |

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| 8(vi)   | Trivone Content Services | How many and what all Indian languages are we looking at? How frequently would this be done?   | Apart from English and Hindi, the other languages include Assamese, Bengali, Gujarati, Kannada, Kashmiri, Malayalam, Marathi, Odia, Punjabi, Tamil, Telugu and Urdu. Frequency is on need basis and the same may be estimated based on events conducted/coordinated by NIELIT, as provided in the NIELIT Newsletter ( <a href="http://www.nielit.gov.in/newsletter">http://www.nielit.gov.in/newsletter</a> )   |
| 8(vii)  |                          | How many blog/ articles are required in a month?   | Refer RFP Clause 3.B.   |
| 8(viii) |                          | How frequently does the agency need to conduct Influencer Marketing activity   | <p><b>The RFP Clauses 3.A.5.i, 3.A.5.ii and 3.A.5.iii stands withdrawn.</b></p> <p><b>The RFP clause 3.A.5 stands modified as “The vendor shall provide the necessary support for influencer marketing by providing list of influencers to NIELIT, as and when sought by NIELIT”</b></p>  |
| 8(ix)   |                          | <p>Will a list of online media channels and publications be given to agency by NIELIT?</p> <p>How frequently is the distribution required?</p> <p>In how many languages should the Press Release go?</p> | Any information/ details pertaining to media and brand promotion, including photographs and contents of events organized/coordinated by NIELIT that is available/held by NIELIT, shall be shared with the agency. However, it will be the sole responsibility of the agency to ensure the adequateness of such details, and for the purpose the agency shall use its own resources/costs. For frequency and language requirements, refer point 8(vi) above. |

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| 9(i)   | TSD Corporation Ltd. | <p>1. In case of change in current Taxes or any additional taxes are imposed, is there any provision for agency to revise the contract price as per change in taxes?</p> <p>2. How many days will it take to release the payment from the receipt of the invoice after the end of each quarter.</p> | <p>Refer RFP Clause 2.14 and Financial Bid Form F-B for information related to taxes.</p> <p>Refer RFP Clause 2.14(III). On submission of satisfactory performance report, payment shall be released through RTGS mode, following a transparent and accountable process, which normally does not exceed beyond 7 working days.</p> |
| 9(ii)  |                      | Can we provide EMD in the form of Cheque?   | <b>NO</b> , Refer RFP Clause 2.6   |
| 9(iii) |                      | <p>1. What kind of CRM software an agency have to provide. Kindly provide examples.</p> <p>2. Who will bear the cost of the CRM software is not mentioned. Kindly clarify</p>   | <p>Refer RFP Clause 3.A.12</p> <p>The agency shall provide necessary services/solutions. The agency shall be responsible for all costs and ownership of the software shall vest with the agency.</p>   |
| 9(iv)  |                      | <p>1. What is maximum no. of employees an agency will have to provide during the course of the contract.</p> <p>2. NIELIT is only providing space, furniture &amp; electricity. Laptops/ computers can easily be provided by agency, however, NIELIT must provide internet to the team.</p>         | <p>Refer RFP Clause 3.A.15.i</p> <p><b>RFP Clause 3.A.15.ii stands modified as “The Bidders should arrange their own laptops/ computers, software etc. NIELIT shall provide only space, furniture, electricity and internet for operations, during office hours.”</b></p>  |
| 9(v)   |                      | In case of extension of the agreement is there any provision annual raise in the current Bid?   | No. Refer RFP Clause 6.v   |
| 9(vi)  |                      | The content, creative & videos. Whether these will be provided by NIELIT? Or will have to be created by Agency. If it has to be created by Agency, then a minimum addition to personnel requirement will be of a Videographer/Editor or both  | Refer point 8(ix) above and Refer point 9(vii) below.  |

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| 9(vii)  | <b>TSD Corporation Ltd.</b> | Blogs: will these be written by personnel or will they be provided for dissemination? If have to be written, then a writer has to be onboard as well  | <p><b>Refer RFP Clause 2.12.I(2)</b></p> <p><b>The position of Community Manager stands modified as ‘Content Writer cum Community Manager’ - Any Graduate with excellent proficiency in writing contents in English and Hindi - Total Experience of 5 years of which at least 2 years should be in social media.</b></p> <p>Contents/ Blogs etc. shall be provided by agency and the same is required to be approved by NIELIT designated official, prior to publishing.</p> |
| 9(viii) |                             | Images: will a bank of images be provided? If not, then from where is this expected? As there are copyright issues. Can the agency create an account with Image agencies like Getty/AFP etc.? | Refer point 8(ix) above. The agency shall be responsible for copyright issues.   |
| 9(ix)   |                             | Monitoring & Tracking. Agency will have to use third party tools. Who will bear the cost?   | Refer RFP Clause 5.iv.   |
| 9(x)    |                             | Influencer Marketing: will NIELIT pay for Influencer campaign...?   | <p><b>The RFP Clauses 3.A.5.i, 3.A.5.ii and 3.A.5.iii stands withdrawn.</b></p> <p><b>The RFP clause 3.A.5 stands modified as “ The vendor shall provide the necessary support for influencer marketing by providing list of influencers to NIELIT as and when required”</b></p>   |
| 9(xi)   |                             | Monitoring & Tracking: Third Party tools for the same, who will purchase them, Agency or NIELIT?  | Refer RFP Clause 5.iv.   |
| 9(xii)  |                             | Do we have to pay RFP fee of Rs. 1000 by Cheque or demand draft?  | Refer S. No. 9 at Form 1-P (Section 7.1 of the RFP)  |
| 9(xiii) |                             | <p>1. The agency should have the average turnover of INR 5 Crore in total last 3 years or is it Average of per year?</p> <p>2. Do we have to provide Certificate from CA in original ?</p>    | <p>Refer RFP Clause 2.11.2</p> <p><b>Original copy of the CA certificate will be required.</b></p>   |

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| 9(xiv)  |                       | SEO is done for websites and content on your own platform, however, there is no way to do SEO for social platforms, as they are owned and controlled by the platform companies. Please elaborate on this point!   | RFP Clause 3.A.11.ii stands modified as <b>“The selected Agency/Firm shall make efforts to popularize NIELIT Website and its various pages related to course/schemes etc. on Social Media Platforms”.</b>  |
| 9(xv)   |                       | We request you to kindly allow Consortium to participate in the bid. This will bring strength of multiple partners to the account   | RFP Clause 4.xxi remains <b>UNCHANGED</b>  |
| 10(i)   | Goldmine Advertising  | The cost of videos to be included in the cost?  | Refer RFP Clause 5.iv.   |
| 10(ii)  |                       | Do we include the cost for email promotion.   | Refer RFP Clause 5.iv. With regard to sharing of NIELIT resources, refer point 8(ix) above   |
| 11(i)   | PriceWaterHouseCooper | RFP has no mention of liability capping, request you to please elaborate on the same  | Refer RFP Clause 3.D.iii   |
| 11(ii)  |                       | Request you to allow deviations and assumptions   | Not considered.  |
| 11(iii) |                       | <p>We understand that the bidder would have discretion to post on the behalf of NIELIT for each platform</p> <p>Please elaborate the implied meaning of a campaign which is proposed to be taken up every month for each platform. We believe a campaign should be specific to the requirements of NIELIT at the point in time.</p> <p>Turnaround time for queries posted outside standard working hours should have a larger response time window.</p> <p>The timelines for the same are stringent. Also, please specify the nature of reports</p> | <p>All posts/ contents shall be published after approval (by designated NIELIT Official), for which a fast track system shall be institutionalized through the proactive use of electronic/mobile messaging services such as sms, whatsapp etc.</p> <p>Campaigns may be specific to the requirement of NIELIT at the point in time.</p> <p>RFP Clause 3.B remains <b>UNCHANGED.</b></p> <p>RFP Clause 3.B remains <b>UNCHANGED.</b> MIS reports are required on monthly basis.</p> |
| 11(iv)  |                       | <p>Given the nature of engagement we suggest this cap on the cost of the work should be removed.</p> <p>Also, given that social media campaigns involve real-time media buying no fixed cost of the same component can be captured.</p>   | <p>Cost of work is approximate in nature as specified in the Data Sheet of the RFP</p> <p>Refer RFP Clause 5.iv.</p>   |

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| <b>11(v)</b>    |                              | Request to revise the application of penalty based on mutually acceptable SLAs and to be made less stringent   | RFP Clause 3.D remains <b>UNCHANGED</b>   |
| <b>11(vi)</b>   |                              | Arbitration process for the same should be present   | Refer RFP Clause 4.xix  |
| <b>11(vii)</b>  | <b>PriceWaterHouseCooper</b> | Scope descriptions uses adjectives - 'increase curiosity', 'enhance', 'be creative' etc. which make it widely worded, and need to be quantifiable.<br>Please enlist all social media platforms for which the creation and maintenance has to be done as the same would affect our resource cost, skill set, and tools required. Need to understand the expected frequency for the activities under the same<br>Dissemination of message through social media outlets of NIELIT - 'last mile' is a vague term to be used, please elaborate<br>We understand that the tracking would be limited to the social media platforms on which NIELIT is active only<br>The integration would require access to the backend of the website with source code, we understand NIELIT would provide the same.<br>Certain data may need to be procured from social media platforms for which NIELIT shall make the payments on actual and such cost shall be part of the commercial proposal to be submitted by the bidder. | Not considered<br><br>Refer point 8(iv) above<br><br>In the RFP, 'last mile' refers to NIELIT stakeholders.<br>Tracking is applicable across all popular social media platforms<br>API of NIELIT website shall be made available for integration purposes<br>Refer RFP Clause 5.iv. |
| <b>11(viii)</b> |                              | IPR/Ownership - There is no express protection for bidder's internal working papers or the pre-existing IPR that bidder brings in under this engagement. Request you to please amend the clause accordingly  | RFP Clause 3.A.11 remains <b>UNCHANGED</b> .  |
| <b>11(ix)</b>   |                              | Termination - The Work Order can be terminated at any time by NIELIT, if the services are not up to the satisfaction of the NIELIT, after giving an opportunity to bidder to be heard and record the reasons for repudiation. Bidder is also liable to have its contract terminated immediately if it is found responsible for uploading any defamatory, seditious, gender-prejudiced or content of a malicious nature. It is requested to please remove this clause   | Not considered  |
| <b>11(x)</b>    |                              | Liquidated Damages - In case of a delay in timelines/delivery of deliverables, solely attributable to bidder, LD at the rate of 0.25% per day shall be levied upon bidder. In case of any unauthorised absence of any personnel deputed by bidder, LD at the rate of 0.25% per day shall be levied upon bidder. Total LD is subject to a cap of 10% per quarter. We would request you to please reconsider the penalties and make it more objective and less stringent   | RFP Clause 3.D remains <b>UNCHANGED</b>   |
| <b>11(xi)</b>   |                              | As the engagement would require multiple competencies from a bidder for successful delivery, we request you to allow a consortium for this engagement.   | RFP Clause 4.xxi remains <b>UNCHANGED</b>   |
| <b>11(xii)</b>  |                              | As the requirement of such individuals is temporary based on projects being handled having 15 permanent employees aligned for the required role is high. Request to reduce the number to 5 such experts.   | RFP Clause 2.11.4 remains <b>UNCHANGED</b>  |



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| <b>11(xiii)</b> | <b>PriceWaterHouseCooper</b> | Please specify if the bidder needs to procure a tool for the engagement in the name of the client or monitoring tool shall be deployed as services from bidder and post completion of contract, the services of tool shall not be required  | Refer RFP Clause 5.iv.  |
| <b>11(xiv)</b>  |                              | Please specify the other language requirements in the RFP   | Apart from English and Hindi, the other languages include Assamese, Bengali, Gujarati, Kannada, Kashmiri, Malayalam, Marathi, Odia, Punjabi, Tamil, Telugu and Urdu |
| <b>11(xv)</b>   |                              | Request to revise payment terms to avoid any payment backlog for bidder. We suggest payment shall be released within 7 days of submission of the invoice post which the invoice may be deemed accepted  | Refer RFP Clause 2.14 and point 9(i) above  |
| <b>11(xvi)</b>  |                              | The requirement is not clear as the tool shall be deployed in the premises of NIELIT, team would be able to view the demonstration in their own premises. However, if NIELIT is envisaging the tool shall be deployed at bidder's premises, bidder will extend webcast of the systems for NIELIT's consideration. | Full access of tools deployed by the agency should be made available to NIELIT in line with point vi of NOTE under RFP Clause 3.A                                   |
| <b>11(xvii)</b> |                              | As the current commercial formats do not allow for providing details of man-month rate. In case NIELIT wish to extend the work order for the services, NIELIT may consider seeking man-month rate of manpower   | Not considered  |

**The RFP stands amended, wherever applicable, as per the above table. All other terms and condition of the RFP remain UNCHANGED.**