

Pre-bid proceedings for RFP for Selection of Digital Media Agency for MySurat Digital Media Plan Execution

| # | RFP Reference (Section, Page) | Content of RFP requiring clarification | Points of clarification required | Responses |
|---|---|---|--|--|
| 1 | Notice, Page 3 | EMD, Solvency certificate | Are both EMD & Solvency certificate mandatory | RFP terms prevail. Both EMD & Solvency certificate are mandatory as per standard SMC practise |
| 2 | Section 2.1: Page 14 | To utilize the back end infrastructure like Production/Recording, Speaker, Composer, Singer Cost | Do we have to calculate and provide all this facilities | RFP terms prevail. |
| 3 | Section : 2.1.2 - Training and handholding support to staff - page 15 | Selected Bidder shall train the staff of the Authority for Content Moderation mechanism for content upload facilities. Such training shall include and not limited to content moderation via machine, community and human intervention and other activities as directed by the Authority. | Request to clarify the number of employees/ staff to be trained on Content Moderation Mechanism | RFP terms prevail. |
| 4 | Section : 2.1.2 - Training and handholding support to staff - page 15 | Selected Bidder is also expected to onboard and train concerned SMC employees to the Digital platforms including Social Media | Request to clarify the number of concerned SMC employees to be trained | RFP terms prevail. |
| 5 | Section 2.1.1, Page 15 | SSCDL may add any other social media channel at no additional cost to the above list. | In such case the management cost goes up. How do we plan to justify it. Through SLA review, it might take time for it to get accepted and the organisation would have already borne the expense. Seek clarity. | RFP terms prevail. |

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| 6 | Section 2.1.1 - Branding, Content Creation- Page 15 | Digital media vendor is expected to interlock with SSCDL, SMC and SMC sister concerns and take inputs in any format such as print and digital. | Request to please clarify / confirm that the video shooting and photography for all the events at SSCDL, SMC and SMC sister concerns in the scope of Digital Media vendor | RFP Terms prevail. The selected bidder is not expected to do the videography and photography for all events. However, the bidder is expected to carry our videography/photography for publishing content on digital media channels based upon the need of the event (e.g. teasers, short promotional/engagement videos of the event). |
| 7 | Section 2.1.3, Page 16 | Social Media: Channels | WhatsApp followers a part of KPI? | RFP terms prevail. WhatsApp not to be considered for KPI as defined in section 3.12.2 |
| 8 | Section 2.1.3, Page 16 | Social Media:Twitter Channel | How many handles for Twitter? Similar scope for FB and YouTube in terms of accounts? | RFP terms prevail. Need based for SMC, SSCDL and SMC Sister concerns |
| 9 | Section 2.1: Page 17 | Digital Film Creation | Do we have to prepare and shoot documentary short film? | RFP terms prevail. |
| 10 | Section 2.1.4, Page 17 | WebPortal and Mobile App | Will portal and mobile app be available at the time of Digital media vendor onboarding? | RFP terms prevail. Digital Media Agency will be required to work on all channels as per RFP including the existing and new website(s) and mobile app(s). |

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| 11 | Owned Digital - Web Portal - Page 17 | The content around all these features will be the responsibility of the 'Digital Media partner'. The content can be in the form of text, audio, infographics, short video, podcasts etc. | Request to please clarify that the digital Media Agency has to upload all the contents and manage the same on Web Portal. If so, the Digital Media Agency will be provided with Content Management system Software in-built in web portal ? | RFP terms prevail. As mentioned in section 2.3.2.1 & 3.11.13, The approval and publication will be supported by the Content Management System of the web portal once available for production use. While the content management system is not available for production use, the content created need to get manually approved and provided for upload to current channels |
| 12 | Section : 2.1.4 - Merchandise - Page 17 | The digital media agency will be responsible for suggesting creative and attractive merchandise tailored for different audiences, collaterals as rewards for contests etc. Also, the type and look of the collaterals especially the low-cost items such as pens mugs, | Request to please clarify that the digital Media Agency has to only provide creative suggestions for merchandise. The printing or supply of merchandise is not in the scope of Digital Media Agency | RFP terms prevail. Digital Media Agency has to only provide creative suggestions for merchandise and develop creative around it. The printing or supply of merchandise is not in the scope of Digital Media Agency |
| 13 | Section : 2.1.4 - Mobile App - Page 18 | Further the agency will be responsible for creating content of SMS and coordinate for the successful | Request to please clarify / confirm that the charges for Bulk SMS and Bulk SMS Gateway is not in the scope of Digital Media Agency. | RFP terms prevail. Charges for Bulk SMS and Bulk SMS Gateway is not in the scope of Digital Media Agency. |
| 14 | Section : 2.1.4 - Call Centre - Page 18 | The selected agency will be responsible for conceptualizing, creating and producing the content and flow for IVRS under this engagement. | Request to please confirm that the SMC has complete IVRS solution available at their premises and only content conceptualizing , content creation and flow of content is to be done by Digital Media Agency | RFP terms prevail. SMC is to deploy IVRS in near future for Citizen Engagement. The Digital Media Agency will be responsible for content conceptualizing , content creation and flow for this purpose. |

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| 15 | Section : 2.1.4 - Civic Centre & Kiosks - Page 18 | The Digital Media Agency will also help the conceptualization and design of panels & posters in civic centers. | Request to please confirm that only the conceptualization and design of panels & posters is to be done by Digital Media Agency and printing and fixing of panels & posters or flex etc. will not be part of scope of Digital Media Agency. | RFP terms prevail. Conceptualization and design of panels & posters is to be done by Digital Media Agency and printing and fixing of panels & posters or flex etc. will not be part of scope of Digital Media Agency. |
| 16 | Section 2.1.4, Page 18 | Call Center. The selected agency will be responsible for conceptualizing, creating and producing the content and flow for IVRS under this engagement. | Has this been included in the scope mentioned in 2.1.5 under indicative quantity - Radio | RFP terms prevail. The selected agency will be responsible for conceptualizing, creating and producing the content and flow for IVRS under this engagement as and when required. |
| 17 | Section 2.3.1, Page 18 | Until the Brand strategy and action plan is finalized, Digital media agency is expected to work on local instructions from SSCDL. | What work will it construe, indicatively? | RFP terms prevail. The selected agency will be required to carry out scope of work as per local instructions till the time Brand Strategy & Action Plan is finalised. |
| 19 | Section 2.3.2, Page 21 | Approval /Management by extended PRO team (refer diagram) | Seek clarity. | RFP terms prevail. The Digital Media Agency will interlock with PRO/respective staff of SMC/SSCDL for approval of the content. |

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| 20 | Section 2.3.2, Page 21 | Monthly split-testing (refer diagram) | Seek clarity. | <p>RFP terms prevail.</p> <p>Split testing (also referred to as A/B testing or multivariate testing) is a method of conducting controlled, randomized experiments with the goal of improving a website metric, such as clicks, form completions, or purchases. Incoming traffic to the website is distributed between the original (control) and the different variations without any of the visitors knowing that they are part of an experiment. The tester waits for a statistically significant difference in behavior to emerge. The results from each variation are compared to determine which version showed the greatest improvement.</p> <p>This is a capability of CMS and plugins are available for this feature.</p> |
| 21 | Section 2.3.2.2 - Content Creation - Page 23 | The Digital Media agency will be responsible for providing live webcasting on web portal/specified channels for important events & functions. | Request to please clarify or confirm that video shooting equipments, sound system, internet connection and internet bandwidth required for live webcast is not in scope of Digital Media Agency | <p>RFP terms prevail.</p> <p>The Digital Media agency will capture the video and sound output provided by SSCDL/SMC or by appointed agency of SSCDL/SMC and carry out necessary activities for providing webcasting on web portal/specified channels for important events and functions. The bandwidth for this purpose will be provided by SMC/SSCDL.</p> |

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| 22 | Section 2.1: Page 24 | Debate, Decide, Discover, Do | Plz elaborate the exact role/scope of Digital Media Partner | RFP terms prevail. Citizen engagement involves techniques like Debating, Gamification etc. This has to be conceptualised by Digital Media Agency and delivered on various media mentioned. |
| 23 | Section 2.3.2.2 - Content Creation - page 24 | Note: The content for all the above formats are required to be made in multiple languages (Gujarati, English and Hindi) as per the requirement of SMC. | In reference to this clause and the table defined at page number 24. It is mentioned that content has to be in multiple languages (gujarati, English and Hindi). However, there is no number of languages mentioned for content creation for Web Portal, Mobie App, Kiosks, Digital Films, Animation, Short Videos, jingles, IVRS and on all other Social Media platforms. Request to please confirm the above content to be produced in | RFP terms prevail. All content under the RFP Scope has to be developed in one or multiple languages (Gujarati, English and Hindi) depending on the target audience. SMC/SSCDL will decide about the languages in which the content is to be developed. |
| 24 | Section 2.3.2.4 - Content Repository page 26 | The agency should have a knowledge repository for case studies of Citizen/User Engagement,..... It should manage a repository of digital assets such as images, videos, documents and dynamic media. | Request to please confirm that the digital Media Agency has to provide the Knowledge Repository software ? | RFP Terms prevail. Digital Media Agency is expected to maintain the Knowledge Repository. Once CMS is available for Production use, Digital Media Agency will use CMS's content repository for the purpose. Till that time, Digital Media Agency would maintain it manually on SMC's storage media |

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| 25 | Section 2.2.3 - Public Relations- Page 27 | The agency should carry out consultation workshops for stakeholder segments/ focus groups like: Teachers conclave, Child development, Cyclists, Runners, Textile Innovation, Diamond innovation, Inclusion Conclave, Health Conclave, Social cohesion conclave. The agency to conduct these workshops and do the activities including, but not limited to: | Request to please clarify or confirm that the Digital Media Agency has to organize and end-to-end manage the workshops i.e. events invitees and all expenses related to workshops ? | RFP terms prevail. Content creation and delivery (mentioned activities) will be in scope of Digital Media Agency. Event related expenses like event place, electricity, etc. will be borne by SMC/SSCDL. |
| 26 | Section 3.11.4-Terms of contract, Page 31 | The payment to the Selected Bidder shall start based on milestones defined in section 3.12 on a quarterly basis. | What would be the usual payment time after receipt of invoice? | RFP terms prevail. Usually payments are made after due approval within 15 days. |
| 27 | Section 3.11.16-Terms of contract, Page 33 | Authority shall be permitted to reduce the remuneration of agency equal to 4% of total remuneration specified for the project. | Should it be to 4% or 'by' 4% | Please refer Addendum & Corrigendum. |
| 28 | Section 3.11.19-Terms of contract, Page 33 | Overlap of 15 days | who will pay for this overlap period in this case, considering the similar point mentioned in 3.11.16 | RFP terms prevail. At the cost of agency. |
| 29 | Section 3.11.27-Terms of contract, Page 34 | - 25% of deduction amount as penalty for delay up to one month | This penalty is applicable on which fee? | RFP terms prevail. This penalty is applicable on Deduction amount as specified in 3.11.26 |

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| 30 | Section 3.11.35- Terms of | Inform SSCDL of the same to provide SSCDL with the opportunity to prosecute such an individual or group within 4 hours from the receipt of information from SSCDL failing which the work order will be terminated | Who informs whom and what action needs to be taken in these 4 hrs? | Please refer Addendum & Corrigendum. |
| 31 | Section 3.12.2- Terms of contract, Page 37 | Below Acceptable Levels | Is criteria covered under this head the minimum success to be achieved? | RFP terms prevail. Below Acceptable Levels indicate the minimum performance to be achieved. |
| 32 | Section 3.12.2- Terms of contract, Page 37 | Below Acceptable Levels | The number of Followers mentioned are the total number of followers across platforms like Facebook, Twitter etc collectively? And hope these are total to be achieved in each quarter and not an incremental change / increase. | RFP terms prevail. 1) Number of Followers mentioned are the total number of followers across platforms like Facebook, Twitter etc collectively. 2) Cumulative numbers of followers to be achieved by end of the specified quarter. |
| 33 | Section 3.12.2-Terms of contract, Page 37 | Measurement of KPI's | Seek clarity on 'Physical Channels' mentioned in point 4. Also please define the regular intervals in terms time period. | RFP terms prevail. 1) 'Physical channels' refers to channels as mentioned in section 2.1.6 2) The KPIs are subject to review and revision by SSCDL at regular intervals. The time period for review and revision will be need based during the engagement. |
| 34 | Section 3.12.1- Terms of contract, Page 37 | % payment | Will the payment of first two months also come after the end of the quarter? | Please refer Addendum & Corrigendum. |

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| 35 | Section 3.12.3-Terms of contract, Page 38 | SLA | Material Breach (Matric)& Its Penalty Rs. 10,000/- per day, how material is involved in this? | RFP terms prevail. A material breach is a party's failure to perform contractual obligations, which prevents the contract from being completed or defeats the purpose of the contract. A non-breaching party is thus no longer obligated to finish their performance under the contract |
| 36 | Section 3.12.4- Terms of contract, Page 39 | a,b & c | will the penalty be compounded if two or all three reasons are found because all of them are quite similar in nature? | RFP terms prevail. |
| 37 | Section 3.11.36-Terms of contract, Page 36 | Solvency certificate | What is the amount for solvency certificate and is it mandatory? | RFP terms prevail. Solvency certificate is mandatory and it is minimum 20% of the contract value |
| 38 | Section 5.4-Proposal submission format & sealing and marking of proposals : Page 42 | Document Checklist- Tender Doc Fees | asked for Rs. 10,000/- while its Rs. 3600/- in first page | Please refer Addendum & Corrigendum. |

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| 39 | Section : 6.1 Pre - Qualification Criteria / Basic Eligibility Criteria - Point No.1, Page : 45 | Consortium/JV is not allowed | In reference to this clause we would like to highlight that Comprehensive Digital Media Conceptualization, Strategy, Content Creation, Content Moderation, Channel management including Traditional Media requires a very dynamic experts in executing the project. hence it is very hard to manage the complete scope for a single agency/bidder hence we request you to kindly allow Consortium of maximum two bidders for participation in this tender. 2) Is there a possibility of having a consortium of partners to deliver the entire scope of work or a single agency has to deliver all the services. | RFP terms prevail |
| 40 | Section : 6.1 Pre - Qualification Criteria / Basic Eligibility Criteria - Point No.1, Page : 45 | Consortium/JV is not allowed | To relax Consortium/JV criteria | RFP Terms Prevail |

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| 41 | Section : 6.1 Pre - Qualification Criteria / Basic Eligibility Criteria - Point No.2, Page : 45 | Turnover of last three financial years. Bidder should have had an average annual turnover of at least INR 20 Crores from the last 3 financial years (FY 2013- 14, 2014-15, 2015-16) from Media communication services/ Creative services/ Promotional services. | 1) In reference to this clause we would like to highlight that Social Media is new field since last few years and most of Social Media companies will not have high turnover specific from Social media services only. Further, in India the events organized at State Level and National Level having international importance have so far not asked for the such hugh turnover from Media communication services/Creative services/ Promotional services, hence we request to justify the Turnover requirement and relax as : Bidder should have cumulative turnover of at least INR 20 Crores from last 3 financial years (FY 2013-14, 2014-15, 2015- 16) from IT/Digital Media and related Services. | Please refer Addendum & Corrigendum. |
| 42 | Section : 6.1 Pre - Qualification Criteria / Basic Eligibility Criteria - Point No.2, Page : 45 | Turnover of last three financial years. Bidder should have had an average annual turnover of at least INR 20 Crores from the last 3 financial years (FY 2013- 14, 2014-15, 2015-16) from Media communication services/ Creative services/ Promotional services. | To relax Average annual turnover criteria | |

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| 43 | Section : 6.1 Pre - Qualification Criteria / Basic Eligibility Criteria - Point No.2, Page : 45 | Turnover of last three financial years. Bidder should have had an average annual turnover of at least INR 20 Crores from the last 3 financial years (FY 2013-14, 2014-15, 2015-16) from Media communication services/ Creative services/ Promotional services. | Plz make it Avg. Annual Turn over of Rs. 15 cr. For last 3 yrs. | |
| 44 | Section : 6.1 Pre - Qualification Criteria / Basic Eligibility Criteria - Point No.2, Page : 45 | Turnover of last three financial years. Bidder should have had an average annual turnover of at least INR 20 Crores from the last 3 financial years (FY 2013-14, 2014-15, 2015-16) from Media | Today, it is difficult to have a pure digital marketing agency in India to clock 20 crores revenue. Would there be any chance of reducing this. | |
| 45 | Section : 6.1 Pre - Qualification Criteria / Basic Eligibility Criteria - Point No.2, Page : 45 | In the last 2 years, the bidder must have completed or have in progress a minimum of 1 project of Digital Media Management for Government / Public Sector Undertaking & a minimum of 2 | In reference to this clause, we request you to please clarify that each single work order for the same events would be considered as single project. Or Each single work order will be counted as separate project if it's for same event / | Please refer Addendum & Corrigendum. Single work order clearly indicating the value of 25 lakhs or more will be considered as a project |
| 46 | Section : 6.1 Pre - Qualification Criteria / Basic Eligibility Criteria - Point No.2, Page : 45 | In the last 2 years, the bidder must have completed or have in progress a minimum of 1 project of Digital Media Management for Government / Public Sector Undertaking & a minimum of 2 projects of Digital Media Management for the Private Sector, each accounting for minimum 25 lakhs. | Plz make it project value of Rs. 20 lakh value, Webcasting is part of Digital Media through youtube. So kindly allow & consider PO of Webcasting as digital marketing experience | RFP Terms prevail. Please refer Addendum & Corrigendum for other changes. Work order only for webcasting purpose will not be considered. |

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| 47 | Section : 6.1 Pre - Qualification Criteria / Basic Eligibility Criteria - Point No.2, Page : 45 | In the last 2 years, the bidder must have completed or have in progress a minimum of 1 project of Digital Media Management for Government / Public Sector Undertaking & a minimum of 2 projects of Digital Media Management for the Private Sector, each accounting for minimum 25 lakhs | This can be changed to adding or managing Digital Media Management for various Government Initiatives (like conferences) or on its own for their own in house initiatives for 5 years for various conferences, knowledge portals, etc. | RFP Terms prevail. Please refer Addendum & Corrigendum for other changes. |
| 48 | Section 6.1, Page 45 | Pre qualification Criteria | Is "Creative/Content design" considered for Pre qualification criteria? | RFP Terms prevail. In point 3 of Pre Qualification criteria, experience of bidder for similar scope has been considered |
| 49 | Section : 6.2 Technical Evaluation Parameters - Point No.1, Page : 46 | Relevant experience in Digital Marketing for distinct Government/Public Sector/Urban Local Body in last 5 years with value of project greater than Rs. 25 lakhs <ul style="list-style-type: none"> ▶ 1 projects – 10 marks ▶ 2nd & 3rd project – 5 marks each ▶ Every Additional project (max 2) – 2.5 marks each | In reference to this clause, we would like to highlight that the value of Social Media projects which is similar to scope are not very high in Government departments wherein Digital Hoarding and traditional media is not included in Government departments hence we request you to kindly relax the criteria consider the relevant experience of similar work such as social media communication/ campaigns/ promotions for Government/Public Sector/Urban Local Body in last 5 years with value of project greater than Rs. 20 lakhs. | RFP Terms prevail. |

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| 50 | Section : 6.2 Technical Evaluation Parameters - Point No.1, Page : 46 | Relevant experience in Digital Marketing for distinct Government/Public Sector/Urban Local Body in last 5 years with value of project greater than Rs. 25 lakhs <ul style="list-style-type: none"> ▶ 1 projects – 10 marks ▶ 2nd & 3rd project – 5 marks each ▶ Every Additional project (max 2) – 2.5 marks each | Relevant experience in Digital Marketing for distinct Government/Public Sector/Urban Local Body in last 5 years with value of project greater than Rs. 10 lakhs <ul style="list-style-type: none"> ▶ 1 projects – 10 marks ▶ 2nd & 3rd project – 5 marks each ▶ Every Additional project (max 2) – 2.5 marks each Change total marks from 25 to 30 | RFP Terms prevail. |
| 51 | Section : 6.2 Technical Evaluation Parameters - Point No.1, Page : 46 | Relevant experience in Digital Marketing for distinct Government/Public Sector/Urban Local Body in last 5 years with value of project greater than Rs. 25 lakhs <ul style="list-style-type: none"> ▶ 1 projects – 10 marks ▶ 2nd & 3rd project – 5 marks each ▶ Every Additional project (max 2) – 2.5 marks each | As if you have asked for total 3 PO including Govt. + Pvt. in Pre-Qualification why this kind of separate marking system of additional PO beyond 3 PO, Plz make it - Total 3 PO of any sector > 20 lakhs - 25 marks | RFP Terms prevail. |
| 52 | Section : 6.2 Technical Evaluation Parameters - Point No.2, Page : 46 | Relevant experience in Digital Marketing for distinct Private Sector clients in last 5 years with value of project greater than Rs. 25 lakhs <ul style="list-style-type: none"> ▶ 2 projects – 10 marks ▶ Every Additional project (max 2) – 2.5 marks each | Pls remove | RFP Terms prevail. |

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| 53 | Section : 6.2 Technical Evaluation Parameters - Point No.3, Page : 46 | Experience of handling campaigns covering designing, production of creatives / commercials for social media, digital media and traditional media in the last 5 years with value of project greater than Rs. 1 Crore ▶ 1 project – 10 marks ▶ Every Additional project (max 2) – 2.5 marks each | In reference to this clause, we would like to highlight that the proposed project is for government department and hence consider the projects for Government Department. Further, we would like to highlight that it is very rare to have single order of Rs. 1 Crore and for Social Media projects only. hence we request you to kindly relax the criteria and consider the projects having minimum value of Rs. 50 Lakhs and multiple work orders for same events also be considered as single project. | Please refer Addendum & Corrigendum. |
| 54 | Section : 6.2 Technical Evaluation Parameters - Point No.3, Page : 46 | Experience of handling campaigns covering designing, production of creatives / commercials for social media, digital media and traditional media in the last 5 years with value of project greater than Rs. 1 Crore ▶ 1 project – 10 marks ▶ Every Additional project (max 2) – 2.5 marks each | Single PO of > 1 Crore - 15 marks ask for 1 Project only for 15 marks Plz Allow Social Media/Webcasting PO as Digital Marketing for this clause | |

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| 55 | Section : 6.2 Technical Evaluation Parameters - Point No.3, Page : 46 | Experience of handling campaigns covering designing, production of creatives / commercials for social media, digital media and traditional media in the last 5 years with value of project greater than Rs. 1 Crore ▶ 1 project – 10 marks ▶ Every Additional project (max 2) – 2.5 marks each | Experience of handling campaigns covering designing, production of creatives / commercials for social media, digital media and traditional media in the last 5 years with value of project greater than Rs. 50 lakhs either for outside govt depts./agency initiatives or for own conference campaigns 15 Marks- This can be changed to 20 Marks | |
| 56 | Section 6.2 Technical Evaluation Parameters - Point No.3, Page 46 | Experience of handling campaigns covering designing, production of creatives / commercials for social media, digital media and traditional media in the last 5 years with value of project greater than Rs. 1 Crore ▶ 1 project – 10 marks ▶ Every Additional project (max 2) – 2.5 marks each | Multiple work orders for single event to be considered as one project for 360 degree approach (value 1 crore) | |
| 57 | Section 6.2 Technical Evaluation Parameters, Page 46 | Technical Evaluation Criteria | Consideration only in Pre qualification and Not on technical evaluation | RFP Terms prevail. |
| 58 | Section : 6.2 Technical Evaluation Parameters, Page : 47 | Bidder's Personnel - 30 marks-Different Category and its marking. | Generally such assignments or task done by Freelancers or complete media agency. Such kind of profile are not fixed. So kindly allow as- Bidder should submit profile of 5 Person with such experience and count marking system accordingly | RFP Terms prevail. Please refer Addendum & Corrigendum for other changes. |

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| 59 | Section 7.2-Evaluation of technical bid/proposal, Page 48 | Evaluation of Technical Proposal | Will SMC evaluate the platforms which will be used by the Agency for delivering the digital Media experience to Citizens. | RFP terms prevail. |
| 60 | Form-1.6, Page 61 | Project Execution Methodology- Bidder should submit Writeup & Presentation in written form not exceeding broadly 5000 words | Is it Word Document writeup only or we have to submit Power Point Presentation also. | RFP Terms prevail. Word document has to be submitted along with Technical Proposal. The Presentation has to be presented to SMC appointed panel post Technical qualification, date for which will be intimated later. |
| 61 | Appendix 4: Bill of quantities, Page 76 | Conditions of Eligibility for Key Personnel: Each of the Key Personnel must fulfill the Conditions of Eligibility specified | Bidder's Personnel: Concerns over education qualification and experience | Please refer Addendum & Corrigendum. |
| 62 | Appendix 5, Page 77 | Frequency | Can you please clarify creative requirements. Like when we say Weekly or Monthly, does this mean One creative based on the Key Message? | RFP Terms prevail. This will depend upon the communication matrix, which is a deliverable of Digital Media Agency. |
| 63 | Appendix 6, Page 78 | Case | Seek clarity on 'cases' and this Matrix in general too? | RFP Terms prevail. This is a priority based channel matrix, which is a deliverable of Digital Media Agency. For content upload, a priority based approval mechanism to be followed. This priority can be arrived at as per impacted population, urgency and degree of impact. The priority would decide the channel for publishing of the content, whether it is portal, FB, Twitter, WhatsApp etc. "Cases" refer to different scenarios |

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| 64 | General | General Query | Is there a probability of SMC buying the platforms which support the scope of work and providing it to media agency to deliver the required services. | RFP terms prevail. Mentioned query is not in scope of this RFP. |
| 65 | General | General Query | Is the cloud solution OK for this. most of the web site content is public facing (and is available in public domain). Cloud solution can offer better uptime and less support activities for the same. | RFP terms prevail. Mentioned query is not in scope of this RFP. |
| 66 | General | General Query | The moderation for the social content is to be done using predefined process before posting or it is a moderated account? | RFP terms prevail. Please refer to Section 2.3.2.3. |