

Prebid Proceedings for the RFP for Selection of Digital Media Agency for MySurat Digital Media Plan & Execution

RFP No.: SSCDL-DigitalMediaAgency-RFP-01-2019

#	RFP Reference (s) (Section, Page)	Content of RFP requiring clarification	Points of clarification required	Response
1	Facebook & Instagram. Pg 16	Facebook & Instagram pages (pertaining to SMC, SSCDL and SMC sister concerns) to be managed by whwherein all audio visual media, interviews, digital films etc. may be posted and additional account to be created if required	How many account do we need to manage? Will the target (Post and follower increase) for all the pages remain same as SSCDL?	Need based for SMC, SSCDL and SMC Sister concerns. Target followers is aggregate of all accounts and not individual accounts.
2	Twitter. Pg 16	Featured Twitter accounts (pertaining to SMC, SSCDL and SMC sister concerns, Municipal Commisioner, etc) to be managed and additional account to be created if required	Same as above	Need based for SMC, SSCDL and SMC Sister concerns. Target followers is aggregate of all accounts and not individual accounts.
3	Whatsapp. Pg 16	Community groups to be created for this purpose	Do SMC has data and consent of the people to be added in the group?	Selected bidder will be required to carry out this activity
4	YouTube. Pg 16	A MySurat channel on YouTube be created where all visual media, digital films/ animated films etc may be posted.	Will separate budget will be provided for the pre-roll ads to be posted on most watched or popular videos?	Procurement of pre-roll ads space is not within the scope of bidder.
5	Digital Films. Pg 17	Short promotional digital films can be extremely effectual for raising awareness, informing and educating the citizens about various activities/ schemes/ procedures on MySurat or other platforms.	How many films to be make?	Please refer Section 2.2.1 for details.
6	Quantity for Various Creatives. Pg 19	New Media Marketing	Please explain this	New media marketing refers to marketing channel getting popular/coming up during the project execution period

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7	Content creation. Pg 22	The Digital Media Agency will be responsible for conceptualizing and developing content in different formats like text, info graphics, dashboards, Jingles, animation, short films/documentaries, training films, audio visual material in any other formats as per requirement.	Is it the same from the earlier quantity specified or different?	Please refer Section 2.2.1 for details.
8	Content creation. Pg 22	The Digital Media Agency will also help the conceptualization and design material for outdoor activities like hoardings, bus/train panels, bus shelters, panels & posters in metro rail and metro stations, railway stations and airport, illuminated signage, wall paintings, display panels, other exhibition materials etc.	Please specify the number	Please refer Section 2.2.1 for details.
9	NOTICE INVITING REQUEST FOR PROPOSAL	Technical Bid Submission (in Hard Copy) filled-in Technical Bid along with Bid Fee, EMD, Solvency Certificate and other documents.	1. We request you to allow bidders atleast 10 business days to submit the bid after you publish query response.	Please refer Addendum & Corrigendum.

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10	2.1 OVERVIEW - 2.1.1 Branding, content strategy, content creation, content moderation and channel management for MySurat Digital Media Project Page # 14	Branding, content strategy, content creation, content moderation and channel management for citizen engagement ecosystem comprising following SMC channels:	<p>1. Please provide Frequency of each Content Type</p> <p>2. Please provide number of content / month to be generated for each type of content.</p> <p>i.e.</p> <ol style="list-style-type: none"> 1. Number of Content Pages for Web Portal 2. SMS / Email Campaign for Web Portal 3. Number of Posts for Facebook 4. Number of Campaign for Facebook 5. Sample of few Campaigns of Facebook 6. Number of Posts for Twitter 7. Number of Campaign for Twitter 8. Sample of few Campaigns of Twitter 9. Number of Videos for YouTube 10. Number of Campaign for YouTube 11. Sample of few Campaigns of YouTube 12. Average duration of each video 13. Number of Posts for WhatsApp <p>3. We assume that raw content (i.e. text, images, video) will be provided by SMC. Please confirm.</p> <p>4. We assume that SMC is already have accounts on all social media platform. Bidder just have to manage these accounts. Kindly confirm.</p>	<p>1. Please refer Section 2.2.1 for details.</p> <p>2. Please refer Section 3.12.2 for details. RFP Terms prevail.</p> <p>3. Please refer Section 2 Scope of Work for understanding.</p> <p>4. Various social media accounts have been created by SMC/SSCDL, if required, selected bidder will be required to open new account.</p>
11	2.1 OVERVIEW - 2.1.1 Branding, content strategy, content creation, content moderation and channel management for MySurat Digital Media Project Page # 14	The above-mentioned services list is indicative and SSCDL may add/ remove any service to the above list in future in consultation with the successful bidder. SSCDL may add any other social media channel at no additional cost to the above list.	1. It will be difficult for the bidder to estimate efforts for unknown service / platform. We therefore request you to remove this clause or keep this as additional charges as per actual.	RFP terms prevail.

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12	2.1 OVERVIEW - 2.1.2 Training and handholding support to Staff Page # 15		<p>1. How many users need to be trained?</p> <p>2. What will be the batch size?</p> <p>3. We assume that only one time training is required before GO Live? Please confirm. If further training is required then let us know the schedule of the training and number of users to be trained.</p> <p>4. We assume that training infrastructure will be provided by SMC. Please confirm.</p>	RFP terms prevail.
13	2.2.1 Social Media Page #15		1. Please provide platform wise number of social media accounts to be managed.	RFP terms prevail. Need based for SMC, SSCDL and SMC Sister concerns.
14	2.3.2.2 Content Creation Page # 22		<p>1. We assume that bidder will not be responsible for any kind of Videography / Photography. It will be provided by SMC or any other designated vendor. Kindly confirm.</p> <p>2. For live events, we assume that SMC or any other designated vendor will provide feeds. Kindly confirm.</p>	<p>RFP Terms prevail. Please refer the following</p> <p>1. 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).</p> <p>2. Pleaser refer Section 3.11.10 for details.</p>
15	Content Repository Page # 25		1. We assume that storage device for content repository will be provided by SMC. Please confirm.	Understanding is correct

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16	3.11.22 In case of personnel deputed at SSCDL by bidder is on a leave of absence for more than five days, Page #35	If the substitute is not provided for more than 5 days than such leaves after fifth day will be considered as if a person is not deployed by the bidder and monetary deduction will be made accordingly.	1. Looking to the resource requirement, it is not feasible to keep resources on bench. We therefore request you to remove this penalty clause.	RFP Terms prevail.
17	3.11.25 & 3.11.26 Page # 36		1. Penalty & Deduction mentioned in these clauses are not viable and practical. We therefore request you to remove these clauses from the tender.	RFP Terms prevail.
18	3.12.2 KPIs & Penalty Page # 40	Sr. 1 to 6	1. Looking to the type of project, it is not feasible or practical to commit items mentioned in this section (i.e. Addition of minimum 25,000 followers (organic) on a quarterly basis covering all channels and accounts). We therefore request you to remove all Penalty clauses and define practical clauses.	RFP Terms prevail.
19	3.12.3 Penalty Page # 43	(e) The decision of CEO/Chairman of SSCDL will be final and binding in case of the percentage of penalty to be applied, imposed in all the above cases to the bidder.	1. In any case total / cumulative % of penalty should not exceed 10%. Please consider.	RFP Terms prevail.
20	6.1 PRE- QUALIFICATION CRITERIA / BASIC ELIGIBILITY CRITERIA Page # 49	Consortium/JV is not allowed	1. Looking to the span of scope, we request you to allow consortium / JV for this project. Please consider.	RFP Terms prevail.

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21	6.1 PRE- QUALIFICATION CRITERIA / BASIC ELIGIBILITY CRITERIA Page # 49	4.The bidder must have completed or have in progress a minimum of 3 project of Digital Media Management, out of which minimum 1 should be for Government / Public Sector Undertaking / ULB, each accounting for minimum 10 lakhs in last 3 years as on date of issuance of the RFP.	1. We suggest below changes in this clause so that more bidders can participate. The bidder must have completed or have in progress a minimum of 3 project of Social Media Management / Digital Media Management , out of which minimum 1 should be for Government / Public Sector Undertaking / ULB, each accounting for minimum 10 lakhs in last 3 years as on date of issuance of the RFP.	RFP Terms prevail.
22	6.1 PRE- QUALIFICATION CRITERIA / BASIC ELIGIBILITY CRITERIA Page # 49	The agency must have in-house production facilities for production and editing of contents in all forms including video in high definitions, research based technical content etc.	1. Looking to the project span, it is not feasible for all the bidders to have production facilities. We therefore request your to remove this clause and allow bidder to use either consortium or 3rd party vendor for production and editing related tasks.	RFP Terms prevail.
23	6.2 TECHNICAL EVALUATION PARAMETERS Page # 50	Relevant experience in Digital Marketing for - Government/Public Sector/Urban Local Body in last 5 years with value of project greater than Rs. 10 lakhs	1. To get more participant we request below change in this clause. Relevant experience in Social Media Management / Digital Marketing for -Government/Public Sector/Urban Local Body in last 5 years with value of project greater than Rs. 10 lakhs 2. Please also allow bidders to use any of the consortium partner's experience for this clause.	RFP Terms prevail.

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24	6.2 TECHNICAL EVALUATION PARAMETERS Page # 50	Relevant experience in Digital Marketing for - Private Sector clients in last 5 years with value of project greater than Rs. 10 lakhs	1. To get more participant we request below change in this clause. Relevant experience in <i>Social Media Management /</i> Digital Marketing for - Private Sector clients in last 5 years with value of project greater than Rs. 10 lakhs 2. Please also allow bidders to use any of the consortium partner's experience for this clause.	RFP Terms prevail.
25	6.2 TECHNICAL EVALUATION PARAMETERS Page # 50	Experience of handling campaigns covering designing, production of creatives / commercials for traditional media (Print/TV/Radio etc.) AND/OR experience in traditional/digital media buying in the last 5 years with value	1. Please allow bidders to use any of the consortium partner's experience for this clause.	RFP Terms prevail.