Corrigendum to RFE queries received from agencies:-

S.No	Clause No.	Page No.	Query	Responses
1	**2.4.1** **Point 10 - Photo Bank:** A still Photo Bank with cataloguing needs to be developed consisting of at least 100 high quality and high resolution aesthetic photographs (Corbis or Getty Images quality) of relevant activities and events.	9	Q1) How many events occur in a year? Q2) Does NeGD has any professional resource for clicking such photos?	A1) There is no pre-defined event calendar that exists with NeGD, hence defining the number of events that takes places around the year is uncertain. However, there are around 10 events that take place at Minister's level in a year along with various initiative launch events at departmental head level. A2) No, NeGD does not have any internal equipment or resource for event coverage. However, NeGD hires an external photographer/resource for the coverage of events.
			Amended by NeGD	• The agency would be expected to maintain a database of high quality pictures either for the events or for creative/illustrations in a hard drive.
2	**2.4.2** **Point I** - Response Management **Point II** - Reporting **Point III -** Query Management **Point VI** - Social ia Monitoring Program	10	This requires ORM tool, hence request you to clarify the following: Q1) Who will bear the cost for the tool, agency or NeGD? Q2) How many queries a day is received by NeGD? Q3) Is there any tool already been used or has	A1) The agency will be required to use ORM/Online Campaign Monitoring Tool, hence the cost is Expected to be abiding by assigned agency. A2) The queries will be taken in consideration via various online platforms, publishers and social media pages. The average

			been reviewed by NeGD?	queries coming in via social media platforms vary on a day to day activity at the moment. A3) NeGD would expect the assigned agency to present the most effective and user friendly tool which will be further used after careful review. The Tool should be efficient enough to do overall online brand analysis,
			Q4) Will NeGD provides keywords for monitoring? Or the agency needs to find new keywords?	A4) It will be a mix of both. NeGD will be providing a set of keywords that will be primarily be on the basis of active campaigns and weekly content. The agency would be expected to work on the most effective keywords on the basis of general presence of our brand.
3	**3.1 | Minimum Eligibility Criteria** **Point C** - Annual Turnover Rs 5 Crores or more (audited statement of last 3 financial years to be provided) **Point F** - Should have a minimum of 10 projects (preferably Government/Corporate)	12	Q1) To reconsider the annual turnover figure. Q2) Requesting you to kindly reduce it to 2(two) crores per year (for the last three years in Public Relations and Social media). As we are aware that social media is part of public relations. Q3) To have clarity on the minimum projects to be submitted with budget spends and allocation on previous projects catering to Government/PSU industry. Amended by NeGD	A1,A2,A3 – Please refer to the below points amended by NeGD. • For Point C - As per the re-consideration over the annual turnover figure, NeGD has decided to amend the Annual Turnover Rs 5 Cr. to 3.5 Cr (audited statement of last 3 financial years to be provided). • For Point F – Agencies Should have a minimum of 10 projects, preferably Government/PSU/NF

				DC/DAVP. Out 10 projects it has been decided to take into consideration worth of 5 projects of minimum 30L- 50L budget each.
4	**3.3 | Earnest Money Deposit**	12	Q1) Are MSME registered companies exempted from EMD? Q1) Please specify the exemption areas for MSME apart from EMD. Q3) C-Net Infotech Pvt. Ltd is leading company providing end-to-end IT Solutions & Manpower to the corporate and Government Clients worldwide, since 1998. We are ISO 9001:2015, & ISO 27001:2013 certified company. We are registered with National Small Industries Corporation Ltd (NSIC), copy of which is enclosed for your reference. Keeping in view the above facts it is requested that we may kindly we exempted from depositing Earnest	A1) Yes, MSME/NSIC registered companies are exempted from EMD. A2) Exemption is on the submission of EMD only. A3) Kindly refer above point A1) (MSME/NSIC).

			Money/Security Deposit.	
5	**3.5 | Important Dates** **S.no. 4 -** Last date for submission of RFE – 11th November 2019 **S.no. 5 -** Technical presentation and selection – 19th November 2019	13	Amended by NeGD	• Reconsideration on changing the dates under 'Important Dates' clause. • Last date for submission of RFE - 8th November 2019. • Technical presentation and selection – 14th November 2019

| 6 | **4.1.4 \| Parameters of Evaluation and empanelment Procedure**

Point 1 - Relevant Experience in online social media management for Government/PSUs/Private Sector/Brands

Point 2 - Innovative Ideas on Digital India Programme to deliver key message for various TG/Stakeholders

Point 4 - Creative Illustration for Digital India for Digital Space

Point 5 - CVs of professionals to be deployed in any campaign

Mode of Selection 70:30 | 14 | Q1) Is there any criteria of selecting best of 5 or 10 projects under relevant experience parameter?

Q2) Please define 5 key messages on the basis of which innovative ideas will be submitted.

Q3) Please define the number of creative illustration to be submitted.

Q4) Do we have to deploy our team in your office? If yes, then please specify the designations/level of experience.

Q5) Request you to change the selection method to 80:20 | A1) Best of 5 projects will be taken into consideration (5 rating each) with 5 different criteria of Objective, Strategy, Outcome and Budget.

A2) 5 key messages on the basis of which content development strategy will be presented: Top 5 Digital India Services – DigiLocker, UMANG, Digital Payments, NCOG Digital India general brand awareness.

Other than the mentioned top 5 services, one may also consider taking in services such as, Aadhaar, eTaal, CSC, PMGDISHA, e-Hospitals, e-NAM, Soil Health Card, Jeevan Pramaan, Electronics Manufacturing, BPO promotion scheme etc (Please refer to the official website of Digital India and NeGD for more information)

A3) 5 best creative illustrations are to be submitted.

A4) Yes, one resource will be deployed at NeGD. Campaign Manager with at least 8-10 years of experience is expected to be present at NeGD, at least 4 days a week. However, it will largely depend on the campaign requirement from time to time basis.

A5) This point does not exist. |

			Amended by NeGD	• Parameter 2 and Parameter 3 is combined into one parameter with total marking of 50.
				• The rating of Parameter 4 'creative illustration' is now 15.
				• The following CVs of professionals are to be submitted : -
				(1) Creative Head, (2) Campaign Manager, (3) SEO/Online Analytics (4) Creative Designer and (5) Content Expert.
7	**Annexure I : Declaration (On the respondent's letter head)**	23	Amended by NeGD	• Point VII to be added as: - I as an authorised representation of company declare that presently our company/firm is not declared ineligible for corrupt and fraudulent practices, blacklisted either indefinitely or for a particular period of time, or hard work withdrawn, by any State/Central Government/PSU.
8	**Annexure II : Self-certification of Minimum Eligibility**	24 & 25	Q1) In this annexure what is to be mention at blank place at the first page? Amended by NeGD	A1) Annexure II, Pg 24 Blank Space stands deleted. • Annexure II Pg 25 will be considered for the submission.

9	**Annexure III : Documents**	27	Amended by NeGD	• The 5th document to be submitted by agencies – EMD of Rs 50,000/-
10	**Queries sent via e-mail by Dentsu Webchutney**		Q1) How are the private services contributing to Digital India? What role do they play? Q2) What do we talk to the Government departments in the center, state & local bodies? Q3) Which is our core target audience? Any demographic/psychographic segmentation available? Q4) What is the single minded proposition of Digital India that we want to talk about to stakeholders? Q5) Is there going to be change in communication objectives for internal governmental communication vs. communication for external stakeholders like NGO, Industry, citizen etc.? Q6) Why should the stakeholders buy into the message of Digital India? What's in it for them? Q7) What are the current barriers to fulfilling the objective(s)?	These queries are most certainly out of NeGD RFE. The agency is expected to do a thorough research and development of these factors and suggest the most effective and appropriate communication strategy as per their understanding of the subject.

Agencies who attended pre-bid meeting:-

1. YAAP (Brand Planet Consultants India Pvt Ltd)
2. Centum Communication
3. Expression Ad Agency Pvt Ltd
4. Span Communications
5. MSL Group (TLG India Pvt Ltd)
6. Windchimes Communications
7. Indusnet Technologies Pvt Ltd
8. Ventures Adv
9. Omlogic consulting Pvt Ltd
10. Shemaroo Ent.
11. COG Digital.

Agencies who responded via email : -

1. Adglobal 360 India Pvt Ltd
2. Dentsu Webchutney
3. Silvertouch Technologies Ltd
4. Content Ninja
5. C-Net Infotech Pvt. Ltd
6. PR Professionals
7. Auburn Solutions