

Digital India Corporation

**Ministry of Electronics & Information Technology
Electronics Niketan Annexe,
CGO Complex, Lodhi Road New Delhi – 110003**

RFP NO. DIC/2(49)/PR/31-03/01

Request for Proposal (RFP) for Selection of Service Provider for Public Relation (PR) and Social Media Communication

CORRIGENDUM – I

A. Response to the Queries received for Pre-Bid meeting

S. No	RFP Page No.	Relevant Section / Annexure of RFP	Relevant Content from RFP	Vendor's query / Comment	DIC's Response
1	21	Payment Terms	Payment Schedule	How would you calculate the deliverables of the payment schedule?	As per the revised project deliverables mentioned in this Corrigendum.
2	21	Payment Terms	Payment Schedule	If we have achieved 10 newspapers instead of 12, how will you calculate the deductions?	
3	21	Payment Terms	Payment Schedule	Can we re-look at the payment schedule to be a fixed fee monthly?	Payments can be made quarterly against satisfactory completion of the deliverables.

4	18	Deliverables	PR activity for Coverage	When you say National General News Magazines - will this be restricted to only English magazines or will we be able to look at language magazines also?	Look at local language magazines also
5	Page 6, Clause No. 3	Selection Terms	DIC will select an agency initially for a period of 1 (one) year, but extendable at the sole discretion of DIC. The decision of DIC on this shall be final.	Is the work order extendable in terms of duration for another year. If yes would the same commercials stand or could the agency expect 10% increment?	Yes, The work can be extended for another year at same rate and terms & conditions.
6	Page 14, Clause No. 4	Technical Capabilities	Bidder must have successfully completed at least five projects (preferably awarded by Central Government / any State Government / Autonomous Bodies / Government Organizations / PSUs) of the similar nature in last three financial years of the value at least Rs. 3.00 lakhs each.	Can ongoing projects also be submitted as work orders? We are servicing some government clients for the last 3 years now.	Ongoing projects which have completed at least twelve (12) months and costing more than Rs. 3.00 Lakhs for the period completed will be considered.

7	Page 17, Clause No. xiii	Key Activities	Posts / announcements in the form of creatives / GIFs / Curated videos / testimonials for the handles of DIC.	20 social media posts are needed in a week which will be a mix of GIFs, videos, creatives or is there any defined number for each?	There is no defined number for each.
8	Page 18, Clause No. h	Proposed Tasks & Timelines for PR Activities	Agency will coordinate with DIC Website Team for giving updates, newsfeeds, blogs, etc. on a regular basis.	Blogs- How many blogs needed in a month for the DIC website?	Please see the revised project deliverables mentioned in this Corrigendum.
9	Page 18, Clause No. j	Proposed Tasks & Timelines for PR Activities	Agency will deploy 4 (four) dedicated PR & Social Media Professional for day to day coordination to be working with Project Leaders / Teams. The professionals need to be present during all important meetings.	The 4 professionals would need to be deployed at the DIC Delhi office and would be needed full time as per DIC working hours or only for important meetings?	Four (4) full time dedicated professionals (2 for Public Relation activities and 2 for Social Media activities) out of which two (2) Professionals are required to be deployed at DIC Delhi office (1 for Public Relation activities and 1 for Social Media activities) and the other two (2) to work from the Service Provider's Office in NCR.

10	Page 19, Point 10	PR activity planned for Coverage during the year	Testimonials / Interview videos	The testimonials and interviews are to be shot in DIC Delhi office itself or are to be shot outstation, if outstation would the travel expenses be borne by DIC? These interviews have to be shot in HD or shot by deployed professionals using their smartphones?	Testimonials & Interviews are to be shot through a mobile phone or Video-conferencing tools. No travel is normally expected. For outstation interviews, DIC will help in getting videos on mobile phones from remote locations. Agency will be required to do editing and releasing.
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11	Page 21, Point 13	Payment Terms	Payment shall be done as per the following schedule:10% on approval of detailed Public Relation and Social Media Communication Plan30% on completion of the 50% of the work as detailed in the work order30% on completion of the 80% of the work as detailed in the work orderBalance 30% on completion of the 100% of the work as detailed in the work order	Can the payment terms be made monthly?	Payments can be made quarterly against satisfactory completion of the deliverables.
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12	Page 37, Annexure-6	Financial Bid	Service Charge for Managing/ Handling Public Relation & Social Media Communication activities as per Scope of Work	Financial Bid has to be quoted for the whole year?	Yes
13	Page No. 14	Criteria For Evaluation Point no. 6 Presence in NCR	The bidder shall have a fully function office in National Capital Region(NCR) of Delhi during the last 3 financial years	To ensure max participation in the bid, I would request you to kindly allow agencies from pan India to participate in the bid. Kindly allow the opening of an office in Delhi once the work is awarded.	Bidder shall have fully functional Office in NCR during last 3 financial years
14	Page No. 17	Point no. 7.2 (j)	Agency will deploy 4 (four) dedicated PR & Social Media Professional for day to day coordination to be working with Project Leaders/Teams. The professionals need to be present during all important meetings.	We request you to kindly elaborate the skills, experience & roles of the 4 person to be deployed onsite.	Professionals deployed should have experience and adept to handle end to end Social Media and Public Relation Activities

15	Page No. 16	Point no. 7.1 (b) iv	Media Stories in Print Media/periodicals/maga zines/TV/ Radio/Websites, Social Media any other	Kindly clarify the bearer of the additional payments to be made to other agencies for PR activities like printing, advertising etc. Whether it would be borne by DIC or Service Provider for PR.?	There is no provision for advertising as per Deliverables (Point 7.3 on page 18). Cost of all PR activities to be borne by the Service Provider
16	Page No. 16	Point no. 7.1 Key Activities	Conceptualization and Dissemination of relevant information of DIC activities and projects to build brand image.	Kindly clarify, who will provide the real images, videos and footages of the activities being done by DIC. Do we need to arrange a photographer / videographer or it will be provided by DIC	The Service Provider to create images, videos, footages etc. Testimonials & Interviews are to be shot through a mobile phone or Video-conferencing tools.
17	17	7.1 - b(i)	Strategy and Roadmap for creating buzz and momentum about DIC activities and projects.	<ul style="list-style-type: none"> • For the Technical Presentation, should we share a creative/strategic roadmap or should it more of executional plan? <p>For example, if the key focus areas are defined, such as, Digital Payment, Citizen Services, UMANG, Electronic Manufacturing and the plan need to be weaved around all/some/any of these or there should be a broad overarching strategy roadmap to be developed</p>	Share both - Creative / Strategic Roadmap as well as Execution Plan

18	17	7.1 - b(i)	Strategy and Roadmap for creating buzz and momentum about DIC activities and projects.	<ul style="list-style-type: none"> Is the scope of work limited to DIC area of operation or will it include larger MeitY work as well? For example, CSE, CERT-In, NIC etc. 	Scope of work is limited to DIC, MeitY
19	17	7.1 - b(viii)	Scope of work also includes monitoring of media reports from inputs available in India in physical form or available via Internet	<ul style="list-style-type: none"> Tracking and monitoring – is tracking and monitoring on print, electronic and online coverages part of the scope of work and therefore should this be costed for? 	Yes, Tracking & Monitoring is part of scope of work and should be costed for.
20	18	7.2 - h, i	<p>. Agency will coordinate with DIC Website Team for giving updates, newsfeeds, blogs, etc. on a regular basis. i. Agency will coordinate with concerned stakeholders of DIC (Ministries / Departments / State Governments / Universities / Institutions / NGOs etc.) for DIC related newsfeeds, updates, posts, blogs etc. on regular basis</p>	<ul style="list-style-type: none"> For website coordination, please clarify the activities it would involve for the agency. Will Coding, Creative Graphics, Website development, etc. be included or will it only be content creation? <p>Kindly quantify, if possible</p>	Service Provider is for Content Creation. Web Development and Coding will be by DIC. Service provider to provide DIC content (Text, Images, GIFs, Videos etc.) created for Social Media for uploading on its websites also.

21	35	Technical Qualification Checklis	<p>Experience of working on projects of similar nature in last 3 (three) financial years:</p> <p>Project cost between 3 – 5 lakhs, 3 marks for each project</p>	<ul style="list-style-type: none"> In terms of the eligibility under Technical Capabilities for past work done, please clarify if this is INR 3 Lakhs monthly retainer cost of the client or INR 3 Lakhs as total cost of the project? 	<p>It is total cost of the project for completed projects.</p> <p>Ongoing projects which have completed at least twelve (12) months and costing more than Rs. 3.00 Lakhs for the period completed will be considered.</p>
22	N/A	Additional query	Reference to the Scope of Work	Language & translation services – as the communication is targeted at mass audience communication material will need to be translated into regional languages – will this service be provided by DIC or should be costed for by the agency?	Language & translation services to be costed by the agency
23	11	Consortium & Sub-Contracting	Consortium and sub-contracting is not allowed for this engagement.	In such assignments, there is often a requirement for making films on special occasion. For such an event, the sub-contracting clause should be relaxed.	No sub-contracting is allowed. However services can be obtained by the agency.
24	12	Evaluation Process	Weightage	Please help us understand weightage of technical and financial bid. If its QCBS.	It is Quality Cost-Based Selection (QCBS) with 70% weightage to Technical and 30% weightage to Financials

25	14	Pre-Qualification Criteria	Net worth and Profitability	Generally for net worth, the auditor shall calculate net worth at firm level rather than practice / service level. Hence, please let us know, if that is acceptable.	It is to be at Firm's level
26	15	Technical Evaluation Criteria	Experience of working on projects of similar nature in last 3 (three) financial years	For managing a ministry's social media/ PR, an agency should have managed bigger accounts. Hence we suggest that project cost/work order cost should start from 20 lakhs or more.	Not Acceptable
27	15	Technical Evaluation Criteria	Experience of working on projects of similar nature with Government of India / State Government / Government Organizations / PSUs in last 3 (three) financial years (FY 2015-16, 2016-17, 2017-18)	Please help us clarify the duration for submission of work order. There is difference between last three years and years mentioned.	Please consider F.Y. 2018-19, 2019-20 and 2020-21.
28	16	Technical Evaluation Criteria	Manpower on role with digital, creative design capabilities	We request some scoring to be done for CVs as well	No. of years of experience of the Professional to be deployed for work has been added for scoring. CVs are to be attached.
29	16	Technical Evaluation Criteria	Awards	We request due to sensitive nature of projects in Government/ PSU, appreciation/ completion certificate may be accepted instead of awards.	Awards have been removed for scoring

30	19	Deliverables	in regional languages wherever relevant	We request if tentative number of languages may be identified as it shall impact overall budget/cost of delivering the project.	English, Hindi, Assamese, Bengali, Tamil, Telugu, Malyalam, Kannada, Marathi, Gujarati, Oria, Punjabi, Urdu and Kashmiri
31	19	Geographical Coverage of the Project	All India	Please help us clarify if cost of travel / logistics shall be borne by DIC in case of any event / activity to be covered out of Delhi / NCR.	No travel is normally expected. For outstation interviews, DIC will help in getting videos on mobile phones from remote locations. Agency will be required to do editing and releasing.
32	16	Scope of Work	The agency will manage PR and Social Media handles on various DIC activities and projects with appropriate creatives / posts (Texts/ Images / GIFs / Videos etc.)	Please help us identify if number of videos to be made in a month can be clarified (tentatively) as this shall impact the resource required and overall project implementation cost.	As per the revised project deliverables mentioned in this Corrigendum.
33	3	Fact Sheet	Last date and time for Bid submission	Since response to some queries from DIC may require to submit a response, we would like to request you to extend the submission of the subject tender by at least 10 days	No change in last date & time of submission
34	21	Payment Terms	Payment shall be done as per the following schedule	We request further clarity on payment terms. As an industry practice, it may be requested to club point 2 and 3 and revised to on monthly payments based on reports submitted.	Quarterly Payments on satisfactory completion of the deliverables

35	14	6.1.2	The bidder should have positive net worth during the last three Financial Years (2018-19, 2019-20, 2020-21) and should be profit making as per the audited financial statements in the last three Financial Years.	<p>1) Since audit for FY 2020- 21 is due on September 2021, hence request you to consider three years from FY 2017-18, 2018-19 & 2019-20.</p> <p>2) Regarding the financial statement - instead of "Profit making" request you to consider average turnover criteria, which we feel to be more relevant in this regard.</p>	<p>1) CA certificate for FY 2020-21 may be submitted</p> <p>2) No change, Profit making is to be considered.</p>
36	14	6.1.6	The bidder shall have a fully function office in National Capital Region (NCR) of Delhi during the last 3 financial years	We have our branch office in NCR since last Financial Year and our Head Office in Guwahati for last 11 years. Being an organisation with relevant experiences as mentioned in the RFP, request you to allow us to participate in this RFP.	Bidder shall have fully functional Office in NCR during last 3 financial years
37	16	6.3	Financial Evaluation	We are unable to understand the Financial Evaluation criteria. Can we get the details procedure to evaluation?	<p>Revised Financial Bid format</p> <p>It is Quality Cost-Based Selection (QCBS) with 70% weightage to Technical and 30% weightage to Financials</p>

38	14	6.1(4)	Bidder must have successfully completed at least five projects (preferably awarded by Central Government / any State Government / Autonomous Bodies / Government Organizations / PSUs) of the similar nature in last three financial years of the value at least Rs. 3.00 lakhs each.	Whether multiple projects from same PSU will be consider as separate projects? For example same PSU has given us different project at different time will it be qualify under the said criteria?	Yes, will be considered as separate projects.
39	14	6.1(6)	The bidder shall have a fully function office in National Capital Region (NCR) of Delhi during the last 3 financial years	Currently, we have our office in Delhi. Are we eligible? Is it necessary to have the office in the entire period of last 36 months.	Bidder shall have fully functional Office in NCR during last 3 financial years

B. Revisions in RFP

1. Point 6.2 Technical Evaluation Criteria (Page 15-16 of RFP)

Points for Awards have been removed and points for experience of the Professionals to be deployed for the work have been added:

	Description	Supporting Documents	Maximum Marks	Minimum Qualification Score
1.	Experience of working on projects of similar nature in last 3 (three) financial years (FY 2018-19, 2019-20, 2020-21)	<ul style="list-style-type: none"> Completion certificates from the client OR Work order + Self certificate of completion (Certified by the statutory auditor) 	15	9
	Project cost between 3 – 5 lakhs, 3 marks for each project			
	Project cost between 5 – 10 lakhs, 5 marks for each project			
	Project cost more than 10 lakhs, 6 marks for each project			
2.	Experience of working on projects of similar nature with Government of India / State Government / Government Organizations / PSUs in last 3 (three) financial years (FY 2018-19, 2019-20, 2020-21)	<ul style="list-style-type: none"> Completion certificates from the client OR Work order + Self certificate of completion (Certified by the statutory auditor) 	10	6
	Project cost between 2 – 3.99 lakhs, 2.5 marks for each project			
	Project cost between 4 – 5.99 lakhs, 5 marks for each project			
	Project cost more than 6 lakhs, 10 marks for each project			

3.	Turnover – Average Annual Turnover of last 3 (three) financial years	<ul style="list-style-type: none"> Audited financial statements for the last three financial years. OR Certificate from the statutory auditors 	5	3
	25 Lakhs – 1 Crore, 3 marks			
	Between 1 – 3 crores , 4 marks			
	Above 3 crores, 5 marks			
4.	Manpower on role with digital, creative design capabilities	<ul style="list-style-type: none"> Certificate from the HR Head / Authorized Signatory of the Agency along with the list of personnel (Name, Age, Sex, Qualification & Experience) 	10	6
	Between 10 - 30 personnel, 6 marks			
	Between 30 - 50 personnel, 8 marks			
	Above 50 personnel, 10 marks			
5.	Proposed Plan Problem Statement: Create a Public Relation (PR) & Social Media Communication / Outreach Plan and Strategy for DIC	<ul style="list-style-type: none"> Innovative Approach & Methodology documented submitted by the bidder, its scalability and Reporting Mechanism 	40	24
6.	Experience of the Professionals to be deployed for the work (Marks are per Professional – Minimum score required for each Professional)	<ul style="list-style-type: none"> Certificate from the HR Head / Authorized Signatory of the Agency along with the list of personnel (Name, Age, Sex, Qualification & Experience) 	20	8
	2-5 years – 2 marks			
	5-10 years – 4 marks			
	Above 10 years – 5 marks			

Notes:

- a. Registered Start-ups (whether Micro & Small Enterprises or otherwise) are exempted for marks for serial no.1 (Experience of working on projects of similar nature), serial no. 2 (Experience of working on projects of similar nature with Govt. of India) and

serial no. 3 (Turnover) as per OM No.F.20/2/2014-PPD(Pt.) dated Sep 20, 2016 of Procurement Policy Division, Department of Expenditure, Ministry of Finance. They will be marked out of seventy (70) instead of hundred (100).

- b. Resources (Professionals) proposed in the bid shall not be changed in the first six (6) months. In case, any resource is replaced within first six (6) months, there will be a penalty of two percent (2%) of the total cost per such resource. In case they are to be replaced after six (6) months, they should be replaced with someone having similar qualifications & experience. CVs of all the resources proposed are required to be attached.

2. Point 7.3 Deliverables (Page 18-19 of RFP)

Revised minimum deliverables per month are as follow:

- a. Four (4) unique press releases of around 800 words each.
- b. Four (4) unique press releases of around 500 words each.
- c. Four (4) unique Youtube live / Facebook videos.
- d. Eighty (80) unique social media posts (on an average 4 posts per working day) that can be shared among platforms with tags / GIFs / videos.
- e. Four (4) unique testimonials / interview videos to be shot using mobile phones or videoconferencing tools.

Payments will be subject to satisfactory completion of minimum 20 deliverables as mentioned above and the same will be evaluated on a quarterly basis. In case, there will be any shortfall in any particular deliverable category, agency may be given grace time of maximum two (2) months to makeup the shortfalls before levying penalties.

Regular failure to get the coverage done as expected may result in termination of the contract.

3. Point 13. Payment Terms (Page 21-22 of RFP)

Payments can be made quarterly on satisfactory completion of the deliverables. Payments shall be subject to deductions of any amount for which the supplier is liable under the work order conditions. Further all payments to agency will be made subject to deduction of applicable penalty and TDS (Tax deduction at Source) as per the income Tax Act / GST, and other taxes, if any, as per Government of India rules. All payments will be made through NEFT / RTGS only on receipt of Invoice.

4. Annexure 5 – Format for Submission of Technical Bid (Page 34-36 of RFP)

Correspondence change in Technical Qualification Checklist Table due to change in Technical Evaluation Criteria. Revised Technical Qualification Checklist Table is as follow:

	Description	Supporting Documents	Maximum Marks	Marks Obtained
1.	Experience of working on projects of similar nature in last 3 (three) financial years	<ul style="list-style-type: none"> Completion certificates from the client OR Work order + Self certificate of completion (Certified by the statutory auditor) 		
	Project cost between 3 – 5 lakhs, 3 marks for each project			
	Project cost between 5 – 10 lakhs, 5 marks for each project			
	Project cost more than 10 lakhs, 6 marks for each project			
2.	Experience of working on projects of similar nature with Government of India / State Government / Government Organizations / PSUs in last 3 (three) financial years (FY 2018-19, 2019-20, 2020-21)	<ul style="list-style-type: none"> Completion certificates from the client OR Work order + Self certificate of completion (Certified by the statutory auditor) 		
	Project cost between 2 – 3.99 lakhs, 2.5 marks for each project			
	Project cost between 4 – 5.99 lakhs, 5 marks for each project			
	Project cost more than 6 lakhs, 10 marks for each project			
3.	Turnover – Average Annual Turnover of last 3 (three) financial years	<ul style="list-style-type: none"> Audited financial statements for the last three financial years. 		

	25 Lakhs – 1 Crore, 3 marks	OR Certificate from the statutory auditors		
	Between 1 – 3 crores , 4 marks			
	Above 3 crores, 5 marks			
4.	Manpower on role with digital, creative design capabilities	<ul style="list-style-type: none"> • Certificate from the HR Head / Authorized Signatory of the Agency along with the list of personnel (Name, Age, Sex, Qualification & Experience) 		
	Between 10 - 30 personnel, 6 marks			
	Between 30 - 50 personnel, 8 marks			
	Above 50 personnel, 10 marks			
5.	Proposed Plan Problem Statement: Create a Public Relation (PR) & Social Media Communication / Outreach Plan and Strategy for DIC	<ul style="list-style-type: none"> • Innovative Approach & Methodology documented submitted by the bidder, its scalability and Reporting Mechanism 		
6.	Experience of the Professionals to be deployed for the work (Marks are per Professional – Minimum score required for each Professional)	<ul style="list-style-type: none"> • Certificate from the HR Head / Authorized Signatory of the Agency along with the list of personnel (Name, Age, Sex, Qualification & Experience) 		
	2-5 years – 2 marks			
	5-10 years – 4 marks			
	Above 10 years – 5 marks			