

**E-tender for Selection of a Professional Communications/Social Media Agency**  
**Clarifications to pre-bid queries received through Email**

S. No.	RFP Document References ( Para, Page No., etc )	Content of RFP Clarification	Points of clarification	Reply
1.	3(b), Page 2	Submission	Please suggest mode of submission. Can we do physical hardcopy submission also?	All submissions desired as per RFP should be made on the GeM portal only.
2.	15(2), Page 11	The social media team and the photographer will have to visit places	How many times a month a photographer will be needed ? Since he is not a part of team structure.	Requirement of photographer is not on daily basis but on case to case basis.
3.	Bid Details	MSE Exemption for Years of Experience and Turnover	As MSE exemption is given for the Past Experience/ Years of Experience and Turnover Criteria. Do we need to submit any supporting documents other than MSME Certificate? Please Clarify	Bidders are required to submit a letter with the exemptions claimed along with the MSME Certificate.
4.	General Query	Estimated Budget	What is the budget of this Project?	L1 will be selected as per QCBS method.
5.	Clause 9 – Criteria for Evaluation	Presentation (Topic: Using Social Media to build DDA's Image)	Do we need to submit the Presentation along with Technical Proposal or can we submit during presentation round? Please Confirm	No separate presentation round will be held. All submissions should be made on GeM portal only.
6.	Page no. 3; Point 5 (a)	Bidders shall submit, along with their Bids, scanned copy of EMD of INR 2,00,000 (Rupees Two Lacs only) in the form of a Demand Draft issued by any scheduled commercial bank in favour of Accounts Officer(Cash)Main DDA payable at New Delhi, and should be valid for six (6) months from the due date of the tender / RFP.	We are registered under MSME, are we exempted from EMD?	Yes. Bidders are required to submit a letter with the exemptions claimed along with the MSME Certificate.
7.	Page no. 6; Point 9 (ii) (a)	The Bidder should have	We are registered	Yes. Bidders

**E-tender for Selection of a Professional Communications/Social Media Agency**  
**Clarifications to pre-bid queries received through Email**

		<p>the experience of handling 3 distinct social media accounts amounting to Rs.40 lakhs each or 2 distinct social media accounts amounting to Rs.50 lakhs each or 1 social media account amounting to Rs.80 lakhs.</p> <p>The completion certificates to be submitted should not be earlier than 01.04.2019. Work completion certificate of only Central Government/ State Government and their bodies, PSUs, PSBs, and public listed companies will be considered.</p>	<p>under MSME, are we exempted from the past experience and turnover criteria?</p>	<p>are required to submit a letter with the exemptions claimed along with the MSME Certificate.</p>
8.	Page no. 3, Pt. no. 5 : EMD		<p>validity of Demand Draft is always 3 months while you have asked for validity of 6 months.</p>	<p>Validity of EMD may be changed to 3 months</p>
9.	Page no. 5 , Pt. no. 9	<p>Criteria for Evaluation : Pt. no.4 :</p>	<p>1. Do we need to provide appreciation letters from clients for all 3 people of team?</p> <p>2. Will these 3 ppl be stationed at DDA office?</p>	<p>1. Yes</p> <p>2. Yes</p>
10.	Page no. 6, Pt no 9 (ii)	<p>Technical Capacity of the Applicant (Mandatory)</p>	<p>We have some work orders of Govt Clients which have both Social Media and PR. Can we submit those or only Social Media Work orders (exclusively) will be considered?</p>	<p>Only work orders of social media accounts will be considered.</p>
11.	Sr No. 9 , Point no. 3 Page 5 Criteria for Evaluation	<p>Amount of Social Media work of Central Government/ State Government and their bodies, PSUs, PSBs, and public listed companies (in INR) (Work completion</p>	<p>It is not clear that the value of 1 Work Order Should be more than 4 Crore or Total work done should more than 4 Crore. Kindly allow</p>	<p>Cumulative value of the work done will be considered.</p>

**E-tender for Selection of a Professional Communications/Social Media Agency**  
**Clarifications to pre-bid queries received through Email**

		should be not earlier than 01.04.2019) More Than 4 Crore	Total work should be more than 4 Crore 20 Marks	
12.	Sr No. 9 , Point no. 4 Page 5 Criteria for Evaluation	Qualification and Comptence of the Key Professionals. 1 Marks for each appreciation letter from client upto a maximum of 5 marks	Kindly remove clause for 1 Marks for each appreciation letter from Client. It is not possible to get the appreciation.	No changes in the RFP will be made.
13.	Sr No. 9 , Point no. 5 Page 5 Criteria for Evaluation	Government/Government Backed/Industry association awards and accolades received by the bidder in adverting/social media/publicity fiels 1-2 Awards & More than 2 Awards	Kindly remove clause for Awards cretira from RFP	No changes in the RFP will be made.
14.	Page No: 5 Point No: 9 SI No: 4 Name: Qualification and Competence of the Key Professionals	Team Leader (1 mark for each appreciation letter from client upto a maximum of 5 marks) Content Writer (1 mark for each appreciation letter from client upto a maximum of 5 marks) Designer (1 mark for each appreciation letter from client upto a maximum of 5 marks)	In most of the cases we have seen that government bodies do not provide appreciation letters to individual team members/employees. We as an organization have received appreciation letters from our clients (Government bodies) and further on, seeing the performance, we have awarded our employees with appreciation letters, which we can attach.	No changes in the RFP will be made.
15.	Page No: 5 Point No: 9 SI No: 5 Name: Government/Government backed/Industry association awards and accolades received by bidder inadvertising/social media/publicity field	1-2 Awards More than 2 Awards	Along with the awards, we request you to add appreciation letters as well provided to us by the government for our work.	No changes in the RFP will be made.
16.	Page No: 6 Point No: ii SI No: b Name: Technical Capacity of the Applicant (Mandatory)	The agency should have a full-fledged office/branch in Delhi. Supporting documents should be provided like property papers, rent agreement, electricity bills etc.	Along with Delhi, we request you to add the office location needed as Delhi-NCR.	No changes in the RFP will be made.