

Indian Council for Cultural Relations

(IT SECTION)

Queries regarding Tender for Selection of consultant agency for social media and management

Goldmine Advertising			
S.No	RFP Statement	Query	Reply to Query
1.	Page no. 8 Section 2.6 EMD 2lacs	Is there any exemption on EMD for MSME/ NSIC?	EMD is exempted, subject to production of MSME/ NSIC membership certificate
2.	Page No. 10 Section 2.3 Key personnel	Please clarify if the resources are onsite? If yes then how many & with what skill set would be on-site? Would ICCR be providing the internet, laptops printer etc for these resources. Please clarify	No resources are required onsite
3.	Page No.14 Section 2.13.2 Qualification/Experience Social Media Training Expert	In a digital/advertising Agency, a training expert with in-class & online training experience would not be available. This does not have to be an option. We recommend that for training our Heads/Group Heads, Sr.Managers with experience in Digital & Social Media can take this forward.	Tender document may be complied with.
4.	Page no 15 Section 2.13.4 Replacement of Key Personnel The employer reserves the right to cancel the contract if the replacement of key Personnel exceeds 3	We request to remove this point from the tender as how can we stop an employee from leaving the organization? If an employee leaves, then a replacement would be provided. The key thing is that the work should not suffer.	Tender document may be complied with. Sufficient Cushion has been given to the agency in the section 2.13.4
5.	Page no. 16 Section 2.15 Company/firm/bidder experience Point 1 Relevant experience	How would ICCR provide marks for this criterion? There is no cumulative turnover or the number of WO's to be submitted mentioned in the tender. What should an agency provide to get 15 marks? Please clarify	Tender document be complied. It is mentioned to submit relevant experience in indicated sectors during last 3 years.
6.	Page no. 18 Section 3 Scope of work Point 3.1.1 Identify a list of key performance indicators that will help ICCR track the	Please clarify what are the key indicators for ICCR?	This is the scope of work of the agency

	performance of its Social media efforts.		
6(a).	Integrate various social platforms of ICCR & ICC abroad & prepare a comprehensive social media Guidelines document	How many platforms of ICC are there? Please provide a specific number.	ICCR has 37 ICC's abroad and 19 regional Offices in India Social media coverage will be undertaken through ICCR platform only.
7.	Page no. 18 3.1.6 enhancing reach of messages through non-paid media.	Can we submit media plans for increasing reach of certain campaigns as required which would be over & above the Financials? Please clarify	Tender norm may be complied with.
8.	3.1.7 Training & skill upgradation & 3.2 Key Deliverables	Instead of onsite can these trainings be on-line? As per earlier query, to get training on this frequency would not be viable.	Online is ok, but if required onsite training may be given Decision of the competent authority will be final
9.	Page no 19 Section .1.11 Manage responses by standard response management process.	This would be automated responses via keywords . Please clarify as the bidder would need help from ICCR to prepare standard responses.	Yes, replies to the Queries need to be responded in consultation with ICCR. Agency should collect inputs from ICCR.
9(a)	Section 3.1.12 Monitoring trends in major foreign & Indian Languages	Would this be as per the events held by ICCR, tracking regional languages would be possible but foreign languages? We request you to amend this point	The spirit of the clause is to be aware about the cultural happening / events globally.
9(b)	3.2 Key Deliverables Point 6. Social Media Newsletter to be prepared	Would the bidder be responsible for sending out these newsletters? If yes then does ICCR has Data & tool to send them? Please clarify.	Yes via Email , inputs must be collected by the Agency from ICCR. ICCR will provide the Email Ids. No special tool is available
9(c)	3.2 Key Deliverables Point 7 Doubling of Followers/Likes for FB, Twitter & other social media pages of ICCR	Please be specific for other Social Media pages? Also please clarify that the doubling requires some paid spend. Should the agency include this pricing in the RFP	1) linkedIn, google+ , twitter ,facebook, Instagram 2) Proposal about that may be considered by the Competent authority on case by case basis.
10.	Raw Content & travelling for Events	Would the raw content in form of images & videos be provided by ICCR to the agency? The events mentioned in the RFP would be covered by ICCR & raw images would be provided? If No then would the travelling expenses be borne by ICCR & is separate ?	In case of Delhi/ NCR photography/video coverage will be responsibility of the agency. In case of ICC& Regional Offices the data will be provided by ICCR New Delhi. It is the responsibility of the bidder to collect the input from officer concerned of ICCR.

Teamwork Communication Group			
1	clause 2.13.2	It is mentioned that the education qualification of the Project Manager Cum Team Leader should be BE/ B.Tech/ MBA. But since it is a Social Media Management project, candidate having a professional degree in mass communication should also be considered.	We may agree to it . Professional Master degree in Mass communication is acceptable
2		It is not clear in the RFP document about the sitting place/ work station of the key personnel. Kindly let us know how many key personnel are needed to be deployed at the ICCR office	No resources are required onsite.
3		Whether photographer and videographer have to be provided by the agency for covering the various events. If yes, kindly let us know the number of events needed to be covered and the locations of the events.	In case of Delhi/ NCR photography/video coverage will be responsibility of the agency. In case of ICC& Regional Offices the data will be provided by ICCR New delhi. It is the responsibility of the bidder to collect the input from officer concerned of ICCR.
4		For maximizing the engagement of a post, certain amount of money has to be spent to boost the posts. Whether that amount of money spent on boost will be reimbursed by ICCR.	Proposal about that may be considered by the Competent authority on case by case basis.
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TSD Corp			
1	Page - 2, 1.1-13	EMD Rs 2,00,000 As per GFR rule 170 Amended and published 2017, It is required that the organizations registered under Ministry of MSME/ NSIC, to be exempted form submission of EMD. Our Company is registered under the same. Please confirm whether the exemption will be applicable for us.	EMD is exempted, subject to production of MSME/ NSIC membership certificate
2	Page – 13, 2.13.2 - 1	Educational Qualification for Project Manager/Team Leader should be BE/B.Tech/MBA As this Tender is a Social Media Tender, thus we request you to include Mass Communication in the Educational Qualification apart from BE/B.Tech and MBA to get the best suited resources for this profile	We may agree to it . Professional Master degree in Mass communication is acceptable
3	Page – 14, 1.13.2 - 4	Social Media Training Expert Social Media Expert may not have a role more than 30 day in this entire project. Thus, we request you to keep him/her offsite and instead include Video Editor who is very essential to execute the project with the entire	Tender document may be complied with.

		Team.	
4	Page – 15, 2.14 -2	Ownership of Third Party Software's/Licenses held for home-grown software Do we need to include the cost incurred in the bid document or will it be charged separately? Please clarify	Tender document may be complied with.
5	Page – 16, 2.14 – 5,f)	Proof of Robustness and Data Security What documentation proof do we need to submit? Please clarify	Any credible certificate. Tender document may be complied with.
6	Page – 16 2.15	Work Orders How many work orders do you require? Please specify	Tender document may be complied with. It is mentioned to submit relevant experience in indicated sectors during last 3 years.
7	Page 20 – 11 Point	Identify key performance Indicators of ICCR's Social Media Officers What do you mean by this? Please clarify	It means that ICCR is expecting from the bidders to identify key performance indicators for the coordinating officer of ICCR
8	Page 26- Section 6, Point 1	In the second stage, financial evaluation will be carried out and the Lowest Bidder (L1) will be considered for Award of Work We request you to make the financial evaluation through QCBS instead of L1 to ensure the better quality of bidders filling the tender.	Tender document may be complied with.
9	Page 13 Key Personnel	Where will they be placed – onsite or offsite? Please specify	No resources are required on-site
10	Page 15 – 2.15	Hardware and Software Who will provide the Hardware and Software? Agency or ICCR. Please clarify	Tender document may be complied with. This column pertains to the strategy, strength and experience of the bidder

Silvertouch Technologies Ltd

S.No	RFP Document Reference (s) (Section & Page Number(s))	Content of RFP requiring clarification (s)	Points of clarification	Reply to Query
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1.	2.12 Evaluation of Technical Proposal Page # 13	b) Live Presentation showcasing Technical aspects of the proposal including architecture & competence and strategy for adoption / migration to new technology. C) Company / firm / bidder / consortium's experience and their media strategy	1. Pls. elaborate/clearify point b. 2. If you are talking about bidders experience then pls. specify number of work orders to be required.	Tender document may be complied with. b)refer to page 2, column 8 of tender document c)It is mentioned to submit relevant experience in indicated sectors during last 3 years.
2.	3.1.9 Scope of Work Page 18	Reshaping of content provided by ICCR for generating greater social media impact.	1. Content generation will not be the part of scope, agency just need to reshape the content provided by client. Pls. confirm.	Yes In case of Delhi/ NCR photography/video coverage will be responsibility of the agency. In case of ICC& Regional Offices the data will be provided by ICCR New delhi . It is the responsibility of the bidder to collect the input from officer concerned of ICCR.
3.	2.12Social media Training Expert Page # 16	The frequency, scope and timing of the training will be decided by ICCR	1. Will the training be single location or at different location. If locations will be more than one then pls. share list of locations as travel cost implication will be there. 2. Please also share frequency of Training.	Training would be conducted in ICCR Delhi only. Online is ok, but if required onsite training may be given
4.	2.13.1 Project Manager Cum Team Leader Page #11	Recommend product, content and digital programs to support ICCR initiative	1. Which Products and digital programs ICCR is talking about. We are assuming that managing digital programs and products will not be agency's responsibility. Pls. confirm	It means to advise / recommend ICCR on content for meaningful visibility on social media.
5.	2.13.1 Social Media Content Manager Page #11	Responsible for developing content across and earned social channels. This could include blog posts,	1. Content Developmet will be on the basis of Raw data/sources provided by	yes

		tweets, status updates, pins, photos and videos.	client. The content will be for English language only. Pls. confirm.	
6.	2.13 Key Personnel	Key Personnel - As per rfp 6 category of personnel's to be used for the project	1. Defined Key personnel will be sited onsite and other proposed personnnels by agency will be offsite. Pls correct if agency's understanding is wrong. If these 6 category of personnel's are for complete project then pls. add Content Writer for Hindi Language, Translator for required languages, Video Editor also.	No Onsite person is required The agency should take inputs from officer concerned of ICCR
7.	2.13.2 Qualification and Experience of Key Personnel	Project Manager-Cum Team Leader - BE/B.Tech/MBA	1. Project Manager-Cum Team Leader for Social Media will have generally BE/B.Tech/MBA/ Mass Communication degree	We may agree to it. Professional Master degree in Mass communication is acceptable
8.	2.13.3 Availability of Key Personnel page #18	Out of the 6 Personnel, The team Leader and at least 3 other key personnel should be the permanent employee of the applicant.	1. What do you mean by "permanent employee of the applicant" . Pls. clarify.	Tender document may be complied with.
9.	2.13.4.Replacement of the Key Personnel Page #18	The employer reserves the right to cancel the contract if the replacement of Key Personnel exceeds 3.	1. What duration is considered for 3 replacement?	Period of Award of contract
10	2.14 5.Technical Architecture Page #19	Technical Architecture	1. This section not belongs to this social media project.\ Pls. remove it from marking criteria	Tender document may be complied with.

11	2.15. Company/firm/bidder/consortium's experience/Strategy page #19	Relevant experience in online Social Media Management, Social media monitoring for Government/PSU Private Sector/Famous personalities/Organization/etc. (Last Three Years)	1. There is neither mentioned number of work orders nor work order values. These should be defined marks for number of work orders and value. So that a defined / transparent score will be scored by agencies as per number of work orders.	Tender document may be complied with. It is mentioned to submit relevant experience in indicated sectors during last 3 years.
12	General	Photography and Videography	1. Photography and Videography will not be the part of scope as it's not mentioned in RFP. For posting, agency will get photos and videos from ICCR. Pls. confirm	In case of Delhi/ NCR photography/video coverage will be responsibility of the agency. In case of ICC& Regional Offices the data will be provided by ICCR New delhi. It is the responsibility of the bidder to collect the input from officer concerned of ICCR.
13	3.1.1 Scope of Work Page#21	Integrate various social media platforms of ICCR and ICCs abroad and prepare a comprehensive Social Media Guidelines document.	1. The rfp is for managing ICCR's social media profiles or ICCs abroad and other profile management will also be there? If yes then pls. share the list of profiles (platform wise) so that accordingly effort will be shared.	ICCR has 37 ICC's abroad and 19 regional Offices in India. Social media coverage will be undertaken through ICCR platform only.
14	3.1.1 Scope of Work Page#21	Creation, Maintenance and updating of template, Standardization of procedure and formats, creation of accounts for Facebook, Twitter, Slide Share, Flickr, Google+, YouTube and other social media tools in consultation with ICCR/Missions/Posts as and when required.	1. We are assuming Missions / Posts Page Management will not be the part of this scope. Pls. confirm. 2. If it part of the scope then pls. share list of	1) yes 2) N/A

			Missions / Posts who's social media profile to be managed.	
15	3.2. Key Deliverables Point 6. - Page #22	Social Media Newsletter for Indian Missions/ICC's to be prepared in consultation with ICCR.	<p>1. Agency has to prepare Newsletter designing as per content provided by ICCR but sending on email will not be the part of agency's work. Pls. confirm.</p> <p>2. If agency has to send email then pls. share number of subscriber whom Newsletter to be shared and number of emails per month.</p> <p>3. We assume that subscriber's Email list will be provided by ICCR to vendor. Pls. confirm.</p>	<p>It will be part of the work .</p> <p>The content should be taken by Agency from the officer concerned of ICCR The mailing list will be shared.</p>
16	3.2. Key Deliverables Point 7. Page #23	Doubling of Followers/Likes on from the date of commencement of Contract @ICCRofficial Facebook & Twitter and other social media pages of ICCR in every 6 months.	<p>1. Agency can't garentee for doubling of Followers/Likes through organic reach within asked timeframe.</p> <p>Pls. remove this clause</p>	Proposal about that may be considered by the Competent authority on case by case basis.
17	3.2. Key Deliverables Point 11. Page #23	Identify Key Performance Indicators of ICCR's Social Media Officers	<p>1. Pls. elaborate this point. How can agency Identify Key Performance Indicators of ICCR's Social Media Officers Pls. remove this point.</p>	<p>Tender document be complied.</p> <p>It means that ICCR is expecting from the bidders to identify key performance indicators for the coordinating officer of ICCR</p>
18	General	Submitting of Bid	1. Will the presentation copy as per evaluation	Please follow schedule given on Page no. 2 of the tender document

			parameters of RFP will be shared with the Bid only?	
19	General	Social media monitoring/management Tool licence Requirement	1. Any social media monitoring / management Tool licence will be required? If yes then who will bear the cost of license. License will be taken for one year. Pls. confirm	Tender document be complied. Cost of all Tools licenses if any , will be paid by Agency
20	General	Increasing Outreach	1. Will Paid Promotion be required for increasing outreach? If Yes then we assume that cost of the campaign will be paid by ICCR as this cost depend upon the budget of the client. Bidder can not estimate this cost.	Proposal about that may be considered by the Competent authority on case by case basis.
21	General		1. Is Live Tweeting in events part of the scope? 2. If yes, then please give lists of locations with number of events.	1) Yes 2) List of locations with no. of events can be provided only near the date of events
22	2.14	Social media monitoring/management system	1. How many total No of Social Media Platform we should manage ?	Tender document be complied.
23	2.15 - 3	Social Media Monitoring Capability	1. Do you need 24x7 monitoring as part of capability?	As per standard industry practice
24	General		1. Is the agency responsible for video creation or the videos shall be provided by ICCR? 2. If, yes who will bear the costs of contest and promotions?	In case of Delhi/ NCR photography/video coverage will be responsibility of the agency. In case of ICC& Regional Offices the data will be provided by ICCR New delhi.

				It is the responsibility of the bidder to collect the input from officer concerned of ICCR.
25	General		1. Does the client require content to be translated in any other language apart from English and Hindi?	No
26	2.14 - Page # 18	<p>Ownership of Third party software's/Licenses held for home-grown software's.</p> <p>The agency should showcase examples of some LIVE applications for demo to illustrate their experience. These can be executed for any of their existing or previous clients. Agency should showcase some of the tools developed by them for a social media platform.</p>	<p>1. Due to NDA and Confidentiality of data it will not be feasible for the bidder to showcase examples of LIVE application for DEMO. Please remove this clause.</p> <p>2. What kind of tools you are looking at? There are many readymade tools available in the market which can be directly used. Hence showing developed tool should be removed from this clause. Please amend.</p>	<p>Tender document be complied.</p> <p>All licenses are responsibility of agency</p>
27	2.14 - Page # 18	Live Presentation - Case Study	1. Please provide format for Case Study.	Tender document be complied.
28	2.14.3 - Page # 18	The agency received recognition, affiliation, direct contract from a leading social media network such as Facebook, Twitter, Google Plus etc. for its project/programme etc.	1. Normally Facebook, Twitter or Google don't provide recognition, affiliation or direct contract. All Social Media work done through respective user accounts only. We therefore request you to drop this clause.	Tender document be complied.

29	General	Dashboard	1. Are you looking towards creating a social media dashboard from scratch or would you be ok using 3rd party tools readily available?	No
30	2.15 - 2	Customization -10	What does this refer to, please clarify?	It refers to revamp/ improve the content to support ICCR initiative
31	4.8	Monitoring Virtual Space for org. and individuals related to ICCR.	Please specify who are this individuals.	Tender document be complied.
32	2.13.2	Social Media Designer & Developer mentioned in Key personnel	Experience and qualification required is not matching with the scope of work. For the project like this, development skill should not be required which is asked. Please amend resource qualification accordingly.	Tender document be complied. Professional Master degree in Mass communication is acceptable
33	General		Resources need to be deployed on-site or they can work from vendor's office (off-site)?	No resources are required onsite.
34	7.4.1.2 - Page # 34	7.4.1.2 Experience of Firm and Methodology Social Media Monitoring Capability	1. What kind of proof required to be submitted for this clause?	Tender document be complied.