

National Mission for Clean Ganga

(Ministry of Water Resources, River Development & Ganga Rejuvenation)

1stFloor, Major Dhyan Chand National Stadium, India Gate, New Delhi – 110002

Request for Proposal for Selection of Social Media and Digital Agency

(RFP No.: C-10/2015-16/1335/NMCG, issued dated December 12, 2018)

Replies to pre-bid queries and Addendum No.1

Issue Date: December 31, 2018

S.No.	Page No.& Clause	RFP Terms	Clarifications Sought	Reply
1.	Clause I; Page 3	The interested bidders should submit their bids to Procurement Wing, National Mission for Clean Ganga, 1 st Floor, Major Dhyan Chand National Stadium, India Gate, New Delhi-110002 on or before January 2, 2019 up to 15:00 Hrs.	This is a project with substantial scope. While considering the time required for preparation of a robust response to the RFP, we would like to request you to extend the submission date for at least 15 days to prepare a competitive and technically responsive proposal.	Please refer Addendum No.1.
2.	Clause No. II, 4, Page 4	The bidder shall be a Single Entity. Joint Venture/ Consortium of entities is not allowed.	<p>We understand that the consortium is not allowed in the bid, but request you to kindly relax this clause and allow consortium to provide you better quality of work.</p> <p>This is a project with substantial scope. We request you to allow Joint Venture/Consortium for expanding the rate of participation for potential bidders who in consortium can provide the required outputs.</p> <p>Request to allow Consortium since it will encourage more companies to participate.</p>	RFP clause prevails.
3.	Clause 9.1 Page 6	(One Original and One Copy and with EMD of Rs 5,00,000/-)	As EMD is exempted for Companies registered with MSME (EMD Clause 15[c] we are assuming we just need to submit the copy of MSME	Yes.

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			certificate. Kindly confirm if we need to submit one hard copy and one soft copy only.	Hard Copy <i>(One Original and One Copy.)</i>
4.	Clause 12.2; Page 7	The selection of the bidder shall be based on QCBS method in which weightage of Technical score shall be 70% and weightage of Financial score shall be 30%.	Kindly consider QCBS method in which weightage of Technical score shall be 80% and weightage of Financial score shall be 20%.	RFP Clause Prevails.
5.	Clause 15; Page 8	The Successful Bidder shall be required to furnish a Performance Security prior to sign the contract (for an amount which is 10% of total project cost)....	Considering the manpower requirement in the project, and the fact that the upfront initial investment has to be made by the consultant before getting it reimbursed; we request you to consider retaining the performance security at the rate of 5% (five percent) of the project cost to avoid financial burden on the consultant.	RFP Clause Prevails.
6.	III. Eligibility & Evaluation Criteria, Point C Page 10	In last three years, bidder should have completed minimum 4 separate projects of Social Media management in Government or private sector, with at least one (1) project must be in Government sector. Each of these projects should have a Fee Value of INR 25 lakh or more. The ongoing projects are also considered as eligible projects where progress of work completed is more than 80%.	We request you to kindly rephrase the eligibility clause as: In last three years, bidder should have completed minimum 3 separate projects of Social Media management in Government or private sector, with at least one (1) project must be in Government sector. Each of these projects should have a Fee Value of INR 12 lakh or more. We request you to kindly read this clause as: In last three years, bidder should have completed minimum 4 separate projects of Social Media management in Government or private sector, with at least one (1) project must be in Government sector. Each of these projects should have a Fee Value of INR 12 lakh or more. The ongoing projects are also considered as eligible projects where INR 25 lakh of payment has been received.	Please refer Addendum No.1.

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			<p>We request to kindly relax the clause from “In last three years, bidder should have completed minimum 4 separate projects of Social Media management in Government or private sector, with at least one (1) project must be in Government sector. Each of these projects should have a Fee Value of INR 25 lakh or more.” To “In last three years, bidder should have completed minimum 4 separate projects of Social Media management in Government or private sector. Each of these projects should have a Fee Value of INR 25 lakh or more.”</p> <p>Most of the tenders are ongoing for social media management request relaxation on value of Projects and Completion conditions. This will encourage more companies to participate.</p> <p>Request you to kindly also consider projects carried out in the field of communication (including planning, design and implementation of IEC.) If this is allowed, then kindly modify the second table of Annexure V accordingly</p> <p>Kindly make the last date of the work order and CC till last date of Tender submission.</p>	<p>Please refer Addendum No.1.</p> <p>RFP Clause Prevails.</p>
7.	Clause III; Page 10	The bidder must have minimum 20 experienced professionals on its payroll at least for past 1 year as permanent employees in the area of Social Media Management.	Request you to kindly consider professionals associated with the bidder not necessarily being on the permanent payroll	RFP Clause Prevails.
8.	Evaluation Criteria Point C page 11	Man power	How the marks will be allocated i.e. the basis of marks will be CV or interaction during presentation	Scores will be finalized based on CV and interaction with proposed team during presentation.

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9.	Clause III; Page 11	A detailed presentation on the work carried out for the clients (as mentioned in Sl.No.2) will be required from the eligible agencies as part of the Technical Evaluations.	Kindly clarify the marking allotted to the mentioned presentation.	Please refer Section-III – Evaluation Criteria for marking Pages 10-11.
10.	Clause III ; Page 11	Project Manager (1) - BE/BTECH/MBA/PGDM in PR with total experience of at least 8 years and at least 5 years of which in Social Media Management of large brands/Government Programmes.	Kindly also consider degree in Mass Communication/Journalism/Social Science in addition to qualifications mentioned here	Please refer Addendum No.1.
11.	Point 3; Page 11	Content writer (1)– Graduate in Hindi – Total Experience 5 years of which at least 2 years should be in Social Media (1 x 7 =7 marks)	Request you to kindly also consider experts with graduate degree in any other field. Does the content person needs to be graduate in Hindi or a person who is graduated from other stream but well versed in Hindi content writing can also be accommodated?	Please refer Addendum No.1.
12.	Clause III; Page 11	Team members who are permanent employees of the agency, having been on the payroll before the date of bid and who are to be deployed at NMCG:	Kindly allow us to propose team members from our pool of highly experienced consultants who may not be on the permanent payroll of the company.	RFP Clause Prevails.
13.	Clause 3 Page 11 & Clause i. (6) Page 20	Team Member-Executive (1 Each) - CV for the above position shall be submitted but would not be considered for Evaluation. and Team Member/ Executive with at least 1 year work experience in Social Media etc. : Remote	If the resource is not going to be evaluated and is remote then what is the function of the resource, please provide clarity.	Please refer Addendum No.1 regarding location.
14.	Page 12	The team that is proposed to be deployed should be present for the Presentations.	We request you to kindly allow the representatives from the firm's management to make the presentations if required; in case proposed team is not available at that time.	It is necessary that the proposed team should be present at the time of presentation.

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15.	Clause No. 2.i., Page 14	One of the critical functions of Social Media Management would be image management, damage control, enhance stickiness of digital properties and exact action from the audience.	We request you to kindly elaborate what you mean by 'enhance stickiness of digital properties?'	It means to Increase the digital influence, and make it more likable and 'engagement centric'.
16.	Clause 2.i.c Page 14	Online promotion shall be carried out and comments on posts shall be maintained for maximum impact	This is a part of Amplification and will be charged separately as per actuals	Amplification comes under the larger umbrella of digital media buying. Payment will be as per actuals on pre-approval basis.
17.	Clause 2.i.d Page 14	Facebook can also be used to share videos or content that needs to be made viral	What are the frequency of these videos? What are the duration of these videos? Would these videos be animated videos? Please clarify if the costings of these would be separate?	The frequency, time duration and quality of the videos to be developed as per the requirement .
18.	Clause 2.i.f Page 14	Third Party Applications shall also be used as and where deemed fit to promote the webpage, website, fan page etc.	The cost of the same should be included in the professional fees or will be released by NMCG as the third party reimbursement?	The cost will be borne by the bidder and shall be included in the lump-sum fee.
19.	Clause No. 2.v., Page 15	Blogs shall also strive to reach out to the intellectual stratum, which is acclimatized to reading professional articles.	We understand that Blogs and Articles are two different things? Please elaborate the required frequency of these blogs and articles?	It will be decided as per requirement given the situation and event occurring at a particular period of time.
20.	Clause 2, Point (iii), Page 15	YouTube	Do agency needs to create any video or agency just have to edit it?	The agency is required to create videos as and when required.
21.	Clause 2, Point (iii) a Page 15	Short snippets of not more than 4-5 minutes of videos shall be edited and put up on YouTube with punch lines and description if any	This would only be editing, the agency need not make new videos? Would the NMCG be providing production cost of the videos? Please clarify	The agency is expected to create new videos as and when required. Basic level of photography and videography is expected by the bidder. Reimbursement of cost of use of special devices etc. shall be decided on case to case basis on pre-approval basis.

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22.	Clause 2, Point (v) Page 15	Blogs	Do agency is required to write articles and publish them and also follow them up?	Yes, subject to review and approval by NMCG.
			How many Blogs are required to be posted in a month?	As per the requirement.
23.	Clause 2, Point (v) a & f Page 15	Create blog sites and put content on topics for the same Blogs' sites will be created using BlogSpot and relevant information shall be put on the same.	The agency would only need to create content for these blogs only? This would not include any paid material though other bloggers? Please clarify	Agency is expected to create the content for the blog. Promotion comes under the larger umbrella of digital media buying. Payment will be as per actuals on pre-approval basis.
24.	Point ii; Page 16	The Agency would develop and upload on various social media platforms, creative content or adapt the already available creatives. The content includes but not limited to banners, videos, infographics, graphics, cartoons, animation etc.	Kindly clarify if all the content needs to be developed irrespective of the social media site as it is mentioned in Clause IV; Point 2(iii), Page 15 that the Departments shall provide necessary videos to be uploaded.	RFP clause is self-explanatory
25.	Clause No. 3, Page 16	Dissemination of message through Social Media outlets of NMCG.	Number of postings required for FB and Twitter are mentioned. Please mention the required postings in other platforms and the frequency of blogs, Instagram postings etc. What are the approval process and the schedule of the required postings?	Instagram, quora and other platform posting should be done as per the approved strategy.
			What is the expected monthly budget and split for non-paid and paid media?	Dissemination comes under the larger umbrella of digital media buying. Payment will be as per actuals on pre-approval basis.
26.	Clause 3 (i), Page 16	The Agency would be responsible for enhancing reach of messages and other Schemes of NMCG on various social media platforms through paid and non-paid media so	Promotions through Paid media will be charged separately as per actuals?	Promotion comes under the larger umbrella of digital media buying. Payment will be as per actuals on pre-approval basis.

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		that the content would reach to the last mile on internet domain in real time basis.		
27.	Clause 5, Page 17	Influencer Marketing	<p>Please clarify if the 'Influencer Marketers' will be paid on actuals or should be included in the commercial cost?</p> <p>Who will bear the cost for Influencer Marketing? Request Clarification</p> <p>Do NMCG will make 3rd party payment for Influencer Marketing?</p>	Influencer marketing comes under the larger umbrella of digital media buying. Payment will be as per actuals on pre-approval basis.
28.	Clause 5 (i), Page 17	Use influencers from society/ social media and invite them to be endorsers	Would this include paid activities by the agency? if yes, would this be paid separately by NMCG? Please clarify	Influencer marketing will be paid as per actuals based on strategy.
29.	Cl. No. 6, Pg. 17	Viral Promotion on Internet:	What is the frequency of Viral Campaigns?	Based on the strategy approved.
30.	Clause No. 7, Page 17	Response Management	What is the required frequency to moderate the sites to avoid spam, advertisements and inappropriate content? (e.g. Daily Twice/Once etc.)	The bidder should have an early warning system, as per TAT for such content as mentioned in clause 5 (ii) on page 22.
31.	Clause No. 8, Page 17	Monitoring and Reporting	<p>What are the social media channels that need to be monitored on the social media monitoring and response management platform?</p> <p>We Understand that NMCG will be providing a Social Media Monitoring platform. Please provide the number of social media agents (staff) required to monitor and respond to user queries/ posts etc? Also, please provide the login window or the service window (e.g. 8 hours *5 days, 24 hours *7 etc.) Also please confirm all these agents will have to be stationed at the office of NMCG, New Delhi Office or in the Vendor's office?</p>	<p>Facebook, twitter, Instagram and YouTube.</p> <p>The social media monitoring platform should be subscribed by the bidder only. The Agency's staff stationed at NMCG office shall be engaged in the process.</p>

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			What are the approximate volumes of comments/ mentions on each of the social media channels?	The bidder may use their pre-existing tool to verify.
			Request Clarification for the following: 1. How Many Analyst are required 2. Will they be onsite or offsite? Are they included in in the personal required or separate from what asked in the evaluation Criteria.	The bidder shall station all required resources onsite who shall be assigned the specific tasks appropriately.
			Is it required to deploy team at NMCG office? Will NMCG do the feedback posting or the agency should deploy it?	Yes. Agency should deploy it.
32.	Clause 8, Page 17	Monitoring and Reporting NMCG shall provide social media monitoring for the posts, comments, tweets, responses – feedback on social media properties of NMCG. Appropriate response mechanism shall be created to respond to every feedback received on social media platform in the manner required for the response. Necessary team of NMCG/agency shall be deployed at NMCG for the effective and efficient social media monitoring and response	Would NMCG be providing the tool & this would be the Onus of the NMCG? The resources mentioned on page 20 does not mention these resources, would this be separate? Please clarify	Agency should deploy monitoring and reporting tools. Comments will be provided by NMCG. Response management is expected from the deployed team .
33.	Clause 8 Page 18	NMCG shall provide Cloud based online media monitoring and analytics platform also available as mobile application for analytic reports. NMCG shall carry out monitoring across Social Media platforms. The monitoring team shall tag necessary topics based on the keywords provided or agreed by NMCG on all the said mediums or separately as decided by NMCG in due course.	Agency will bear the cost or NMCG?	The cost will be borne by the agency. Please refer s.no.14 of Addendum No.1

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34.	Clause No. 9, Page 18	The agency must integrate social media with the official portal (web based) and vice versa	We request you to provide the list of portals to which the agency must integrate social media and also request you please elaborate on the exact requirement as part of the integration?	https://nmcg.nic.in/
35.	Clause No. 12, Page 18	Early Warning System	We request you to provide clarification if the Social Media Listening Software is to be provided by us or will be provided by NMCG as per clause 8? If a platform is to be provided by us, please confirm if there is any integration required with the Social Media Monitoring & Response Management Platform and with any existing system? If so, kindly provide details of the scope of integration.	Social media listening software to be provided by bidder. No integration with current system required.
36.	Clause 14 Page 19	Agency would be responsible for storage of content and data by means of online/offline archival support. The archived content should be available for at least 180 days to be made available to NMCG at short notice.	The cost of the same should be included in the professional fees or will be released by NMCG as the third party reimbursement?	The cost will be borne by the agency.
37.	Clause 14 Page 19	Archival Set up	Is this archival set up is on cloud that NMCG will provide or where this should be archived?	The bidder may use physical hard drive or cloud based platform.
38.	Clause 15, Page 19	Other anticipated activities	Point (vii) Please give us an indication of no. of cities.	The site visits in various cities will be as per NMCG's requirement and the travel expenses will be reimbursable as detailed in 'Appendix-E' page 62 of RFP.
39.	Clause 15, v Page 19	Mean and methods of Social Media Audit	Social media Audit would be done by a 3rd party & cannot be done by the agency or NMCG? would this cost be paid separately by NMCG, please clarify	Audit should be done by the agency and shall be included in the lump-sum fee.

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40.	Clause 15, vi Page 19	Video and Photography as and when required (refer to VII: Social and Digital Media Plan)	The cost of the same which will include their professional fees & Video making as well as their travel cost should be included in the professional fees or will be released by NMCG as the third party reimbursement?	Basic level of photography and videography is expected by the bidder. If the videography/photography requires special devices, it will be reimbursed as separate cost. Travel costs for team deployed at NMCG shall be reimbursed as per provision stipulated in Appendix-E, page 62.
41.	Clause No. 15.vi, Page 19	Video and Photography as and when required	Is photo and video shoot also a part of the scope? What is the frequency of requirement?	Yes. Basic level of photography and videography is expected by the bidder. If the videography/photography requires special devices/tools, it will be reimbursed as separate cost.
42.	Clause 15, vii Page 19	Managing photo banks of all destination assets (images, videos, event photos, etc.) – Photographer and manpower deployed at various client sites by the agency will be required to travel to various cities as per NMCGs requirement.	The cost of the same which will include their professional fees & Video making as well as their travel cost should be included in the professional fees or will be released by NMCG as the third party reimbursement?	Basic level of photography and videography is expected by the bidder. If the videography/photography requires special devices/tools, it will be reimbursed as separate cost.
43.	Clause No. i, Page 20	Additionally, the Bidder needs to provide the following personnel	Could you please confirm on the exact profile/activities that needs to be performed by the required staff like, Onsite personnel - 1 Project Manager, 1 Community Manager, 1	Please refer Section-IV, Clause-III (Scope of Work), page 13 of RFP.

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			<p>Content Writer, 2 Web Designer, 1 Video Editor cum Executive? Will these personnel be carrying out all the mentioned activities under the Scope of Work or they will have some other activities to be performed.</p> <p>Also, please elaborate on the work/profile of one Team Member/ Executive located remotely? Kindly elaborate on the required job expectations in both cases.</p>	Please refer to Addendum No.1
44.	Clause V (ii), Page 22	Turnaround Time User responses- 2 hours for standard queries (as defined by NMCG) and 24 hours for special case queries (Average of all user responses should be computed in a quarter)	Would this mean that the 24 hrs only be counted as working hours/ office hours , or do you mean 24/7?	As per requirement, the deployed team has to respond as per TAT mentioned in the RFP.
45.	Clause No. VI, Page 22	Service Level Agreement (SLA)	For Sr. No 6 Unauthorized Absence - What if the member takes approved leaves for few days? Do we have to provide replacement? Also, is there any penalty if the fan base on FB or other platforms doesn't increase as per their quarterly figures?	The bidder should provide replacement if the work is impacted because of absence of any team member. Please refer Clause-VI, page 22-23 of RFP.
46.	Milestones & Performance Evaluation: Page 22	Face book and Twitter Deliverables	<p>We are assuming that the increase is from the date of signing the contract as on today FB likes are 153,692 so after</p> <p>1 quarter it should be 173692 minimum and</p> <p>2nd quarter 213692</p> <p>After 3 rd quarter 273692</p> <p>4th Quarter 353692</p> <p>For Twitter 23000 followers as on today</p> <p>1st quarter 28000, 2nd quarter 33000</p> <p>3rd Quarter 38000, 4th quarter 43000</p>	Yes.

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47.	Clause VI; Page 23	Total Penalty that will be levied for violations of timelines as per SLA will be subject to a maximum of 10% of the quarterly invoice raised.	We request that the penalties levied should not be more than 5% of the quarterly invoice raised. If this is allowed, then kindly modify the second and third table of Clause VI accordingly.	RFP Clause prevails.
48.	Photography and videography Page 23	Coverage of events and Photography and Videography	We are assuming that if our team member is going for any shoots or any event coverage the reimbursement will be provided by the department and the tender bid does not include the cost of any travel and other relevant exp. All the bill will be submitted to department and department will make the payments on real time basis	Yes.
49.	Photography and videography Page 23	Photography and videography (Live streaming/ pictures uploading of event on Facebook/YouTube, etc.)	For Live Streaming also, initially the agency would pay but later it would be reimbursed by NMCG? Please clarify?	RFP clause is self-explanatory.
50.	Digital Media Buying Page 23	Digital Media Buying	We are assuming that all the bills related to Digital Media Buying will be cleared by department on actual basis any type of media buying is not covered in the Financial bid.	Yes.
51.	Clause No.1 Page 31	Lump-sum Fee	It should be with detailed description instead of Lump-sum	RFP Clause Prevails.
52.	Clause No.1 Page 31	Add any other charges if applicable	There is an ambiguity. What kind of other charges	Please refer Addendum No.1
53.	Clause No. 3.4.1 Liability of the Consultant, Page 50	Subject to additional provisions, if any, set forth in the SC, the Consultants' liability under this contract shall be provided by the Applicable Law.	We request the Liability of the Consultant should be kept up to 2 months Invoice value.	RFP Clause Prevails.

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54.	Payment Terms Page 55	Page 55 Payment terms	Kindly confirm about the payment terms its not clear that department will clear the payment on monthly or quarterly basis	Please refer Addendum No.1.
55.	Clause III; Page 61	The payment shall be made quarterly installments, against agency 's invoice in triplicate being submitted at the end of the quarter along with such supporting documents as may be prescribed,	We request that monthly payments should be made so that the company can smoothly execute its designated responsibilities without any financial burden.	RFP Clause Prevails.
56.	-	-	We Kailasa Analytics and Services Pvt. Ltd. is a Startup company and Registered with Startup India and MSME. As per Government Norms Turnover Clause is not applicable for us. Kindly Confirm	RFP Clause Prevails.

National Mission for Clean Ganga

(Ministry of Water Resources, River Development & Ganga Rejuvenation)

1st Floor, Major Dhyan Chand National Stadium, India Gate, New Delhi – 110002

Request for Proposal for Selection of Social Media and Digital Agency

(RFP No.: C-10/2015-16/1335/NMCG, issued dated December 12, 2018)

Addendum No. 1

Issue Date: December 26, 2018

S.No.	Clause Reference& Page no.	Existing Clause	Amended Clause																		
1.	Section-I, NIT, Page 3	The interested bidders should submit their bids to Procurement Wing, National Mission for Clean Ganga, 1st Floor, Major Dhyan Chand National Stadium, India Gate, New Delhi-110002 on or before January 2, 2019 up to 15:00 Hrs.	The interested bidders should submit their bids to Procurement Wing, National Mission for Clean Ganga, 1st Floor, Major Dhyan Chand National Stadium, India Gate, New Delhi-110002 on or before January 10, 2019 up to 15:00 Hrs.																		
2.	Section-II, Clause 9.2, Page 6	The sealed envelope should reach the address Procurement Wing, National Mission for Clean Ganga, 1st Floor, Major Dhyan Chand National Stadium, India Gate, New Delhi-110002 on or before January 2, 2019 upto 15:00 Hrs. The Bids shall not be accepted beyond the stipulated date and time under any circumstances what so ever.	The sealed envelope should reach the address Procurement Wing, National Mission for Clean Ganga, 1st Floor, Major Dhyan Chand National Stadium, India Gate, New Delhi-110002 on or before January 10, 2019 upto 15:00 Hrs. The Bids shall not be accepted beyond the stipulated date and time under any circumstances what so ever.																		
3.	Section-II, Clause 16 Page 9	Schedule of Bidding Process <table border="1" data-bbox="712 1125 1339 1402"> <tr> <td>5.</td> <td>Last Date for Submission of Bids</td> <td>January 2, 2019, 03.00 PM</td> </tr> <tr> <td>6.</td> <td>Date for Opening of Technical Bids</td> <td>January 2, 2019, 03.30 PM</td> </tr> <tr> <td>7.</td> <td>Date for Opening of Financial Bids</td> <td>To be informed later</td> </tr> </table>	5.	Last Date for Submission of Bids	January 2, 2019, 03.00 PM	6.	Date for Opening of Technical Bids	January 2, 2019, 03.30 PM	7.	Date for Opening of Financial Bids	To be informed later	Schedule of Bidding Process <table border="1" data-bbox="1361 1125 1989 1402"> <tr> <td>5.</td> <td>Last Date for Submission of Bids</td> <td>January 10, 2019, 03.00 PM</td> </tr> <tr> <td>6.</td> <td>Date for Opening of Technical Bids</td> <td>January 10, 2019, 03.30 PM</td> </tr> <tr> <td>7.</td> <td>Date for Opening of Financial Bids</td> <td>To be informed later</td> </tr> </table>	5.	Last Date for Submission of Bids	January 10, 2019, 03.00 PM	6.	Date for Opening of Technical Bids	January 10, 2019, 03.30 PM	7.	Date for Opening of Financial Bids	To be informed later
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4.	Section-III, Table-2, Sl.no.2 Page 11	-	Added: The bidder may be called for making presentation if required on the above at a date to be informed later. The presentation shall also include: - Client's per day social media interaction volumes - Response Matrix followed + Turn Around Time - Engagement Level of Content - determined on monthly average for 1 quarter. [Monthly Engagement to be computed as the % age of (Total no. of engaged Fans/ Followers) vis-a-vis (Total no. of Fans/ Followers)] Note: Supporting Screenshots to be submitted as proof - Case study on the most successful campaign (with screenshots and volumes achieved)
5.	Section-III, Eligibility & Evaluation Criteria, Point C Page 10	In last three years, bidder should have completed minimum 4 separate projects of Social Media management in Government or private sector, with at least one (1) project must be in Government sector. Each of these projects should have a Fee Value of INR 25 lakh or more. The ongoing projects are also considered as eligible projects where progress of work completed is more than 80%.	In last three years, bidder should have completed minimum 3 separate projects of Social Media management in Government or private sector, with at least one (1) project must be in Government sector. Each of these projects should have a Fee Value of INR 25 lakh or more. The ongoing projects are also considered as eligible projects where progress of work completed is more than 80%.
6.	Section-III, Table-2, Sl.no.1 Page 11	Relevant experience in Social Media assignments for Government/ Private Sector (At least 4 projects of different clients, in the last 3 years): <i>Ongoing projects that are 80% complete will also be considered.</i> <u>Marking:</u> • 5 marks for each project of the value of INR 25 lakh.	Relevant experience in Social Media assignments for Government/ Private Sector (At least 3 projects of different clients, in the last 3 years): <i>Ongoing projects that are 80% complete will also be considered.</i> <u>Marking:</u> • 6 marks for each project of the value of INR 25 lakh.

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		<ul style="list-style-type: none"> • 3 marks for each <u>additional project</u> with fee Value of Rs.25 lakh or more to a maximum of 30 Marks. 	<ul style="list-style-type: none"> • 4 marks for each <u>additional project</u> with fee Value of Rs.25 lakh or more to a maximum of 30 Marks.
7.	Section-III, Table-2, Sl.no.3 Page 11	Project Manager (1) – BE/BTECH/MBA/PGDM in PR with total experience of at least 8 years and at least 5 years of which in Social Media Management of large brands/Government Programmes. Should have experience in public policy and working for flagship schemes of Government of India (1 x 7 = 7 Marks)	Project Manager (1) – BE/BTECH/MBA/ Degree in Mass Communication/Journalism/Social Science/PGDM in PR with total experience of at least 8 years and at least 5 years of which in Social Media Management of large brands/Government Programmes. Should have experience in public policy and working for flagship schemes of Government of India (1 x 7 = 7 Marks)
8.	Section-III, Table-2, Sl.no.3 Page 11	Content writer (1) – Graduate in Hindi – Total Experience 5 years of which at least 2 years should be in Social Media (1 x 7 =7 marks)	Content writer (1) – Graduate having total Experience 5 years in Media of which at least 2 years should be in content writing in Hindi (1 x 7 =7 marks)
9.	Section-III, Table-2, Sl.no.4 Page 11	-	Added: The bidder may be called for making presentation if required on the above at a date to be informed later.
10.	Section-III, Page 11	A detailed presentation on the work carried out for the clients (as mentioned in Sl.No.2) will be required from the eligible agencies as part of the Technical Evaluations.	A detailed presentation on the work carried out for the clients (as mentioned in Sl.No.2 & 4) will be required from the eligible agencies as part of the Technical Evaluations.
11.	Section-IV, TOR Sl.no. III, 2, i, (ii), e) Page 11	We will share our tweet in our regional languages such as Hindi & Marathi besides English; it will also help us generate more traffic.	The Agency shall be required to share tweet(s) in regional languages such as Hindi & Marathi besides English; it will also help to generate more traffic.
12.	Section-IV, TOR Sl.no. III, 2, i, (v), f) & g) Page 11	f) We will write articles and publish them on the website and follow up with a daily article. We will share our articles daily on all social networking website through this we will generate more readers to our website and also we will increase our blog subscriber.	f) The Agency shall write articles and publish them on the website and follow up with a daily article. The Agency shall share the articles daily on all social networking website. Through this Agency will generate more readers to NMCG's website and also increase the blog subscriber.

S.No.	Clause Reference& Page no.	Existing Clause	Amended Clause
		<p>g) Blog commenting and promote website links on other Smart City & Development related blogs. Some of these blogs are very popular over the internet and they are already generating regular traffic also they have regular readers so we will do genuine comment on those blog articles with link of our website so through this way we will communicate with other blog readers also we will generate traffic from there to our website and through this way we will also get benefits in search engine.</p>	<p>g) Blog commenting and promote website links on other Smart City & Development related blogs. Some of these blogs are very popular over the internet and they are already generating regular traffic also they have regular readers so Agency will do genuine comment on those blog articles with link of our website so through this way Agency will communicate with other blog readers also generate traffic from there to NMCG website and through this way we will also get benefits in search engine.</p>
13.	<p>Section-IV, TOR Sl.no. III, 8, para 4 Page 17</p>	<p>NMCG shall provide social media monitoring for the posts, comments, tweets, responses – feedback on social media properties of NMCG. Appropriate response mechanism shall be created to respond to every feedback received on social media platform in the manner required for the response.</p>	<p>Deleted.</p>
14.	<p>Section-IV, TOR Sl.no. III, 8, 1st, 2nd & 3rd para Page 18</p>	<p>Necessary team of NMCG/agency shall be deployed at NMCG for the effective and efficient social media monitoring and response.</p> <p>NMCG shall provide Cloud based online media monitoring and analytics platform also available as mobile application for analytic reports. NMCG shall carry out monitoring across Social Media platforms. The monitoring team shall tag necessary topics based on the keywords provided or agreed by NMCG on all the said mediums or separately as decided by NMCG in due course.</p> <p>The monitoring team of NMCG shall tag all the relevant topics across the mediums and make it available on web with necessary tonality in various categorized manners as mentioned in the proposal.</p>	<p>Necessary team of agency shall be deployed at NMCG for the effective and efficient social media monitoring and response.</p> <p>The Agency shall provide Cloud based online media monitoring and analytics platform also available as mobile application for analytic reports. The Agency's team shall carry out monitoring across Social Media platforms. The monitoring team shall tag necessary topics based on the keywords provided or agreed by NMCG on all the said mediums or separately as decided by NMCG in due course.</p> <p>The monitoring team of Agency shall tag all the relevant topics across the mediums and make it available on web with necessary tonality in various categorized manners as mentioned in the proposal.</p>

S.No.	Clause Reference& Page no.	Existing Clause				Amended Clause			
15.	Section-IV, TOR Sl.no. III, 15, table Page 20	6.	Team Member/ Executive with at least 1 year work experience in Social Media etc.	1	Remote	6.	Team Member/ Executive with at least 1 year work experience in Social Media etc.	1	Onsite
16.	Annexure-V Page 28	Similar Assignments Completed during the last 5 years				Similar Assignments Completed during the last 3 years And second table removed.			
17.	Annexure-VII Page 31	Summary of Costs: Sl.no.2: (add any other charges if applicable)				Deleted.			
18.	Draft Form of Contract Section-II, GCC, Cl.6.3, Page 55	Terms of Payment				As per 'Annexure-1' to the Addendum.			
19.	Draft Form of Contract Section-III, SCC, Cl.7 Page 61	Service Level Agreement (SLA) deductions, if any, as prescribed under Section 3, Sub Section 'D' (SLA) of RFP				Service Level Agreement (SLA) deductions, if any, as prescribed under Section-IV, TOR, S.no.VI of RFP.			
20.	APPENDIX F – Duties of the “Employer” Page 63	The Employer shall provide office spaces within the Employer’s office along with work stations, office equipments and stationery items needed for the staff of the Consultant as per Appendix C.				The Employer shall provide office spaces within the Employer’s office along with furniture and stationery items needed for the staff of the Consultant as per Appendix C.			

Annexure-1

6.3. Terms of Payment

- a) The consultant shall submit quarterly invoices in triplicate, for payment within ten (10) days at the end of each quarter. Payment shall be made quarterly in arrears after receipt and verification of invoices within fifteen (15) days. In case any reimbursable expenditure incurred by the consultant during the quarter, in connection with execution of services as per contract provisions, a separate invoice shall be submitted along with the quarterly invoices for the same, accompanied by requisite documents such as copy of approval from Employer, supporting documents etc.
- b) The contract value as specified in Appendix-D shall be paid in twelve (12) equal quarterly instalments, after receipt and verification of quarterly invoices within fifteen (15) days, subject to deductions as specified in SCC 7.
- c) If the deliverables submitted by the consultant are not acceptable to the Employer, reasons for such non-acceptance should be recorded in writing; the Employer shall not release the payment due to the consultant. This is without prejudicing the Employer's right to levy any liquidated damages under clause 9. In such case, the payment will be released to the consultant only after it re-submits the deliverable and which is accepted by the Employer.
- d) With the exception of the final payment, payments do not constitute acceptance of the Services nor relieve the Consultant of any obligations hereunder, unless the acceptance has been communicated by the Employer to the Consultant in writing and the Consultant has made necessary changes as per the comments / suggestions of the Employer communicated to the Consultant.
- e) All payments under this Contract shall be made to the accounts of the Consultant specified in the SC.