

Pre bid queries for Tender Document for Selection of Public Relations (PR) cum Social Media Agency for Dholera Industrial City Development Limited (DICDL)

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Sr. No.	Page No	Clause No	RFP requirement	Query	Response
1	9	2. Instruction to Bidding Agencies	21) Tentative schedule for selection process The Client will endeavor to follow the following schedule: DICDL's response to queries/requests for clarifications - 11-09-2020 Proposal Due Date (Online) - 17-09-2020 Physical submission date of proposal (hardcopy submission) - 18-09-2020	The bidder requests that to put together a quality proposal for the mentioned wide scope of work, bidder may require atleast 15 days from the date of clarification issued by Department. Hence, accordingly bidder also suggests to consider similar extension in duration while scheduling the date of Hard copy submission and date of Technical presentation.	The Conditions given in the RFQ cum RFP shall remain unchanged.
2	10	3. Notice Inviting Proposal and Necessary Instruction	CONTRACT PERIOD - 3 year contract with a provision of an extension for a total period of 4 years.	The bidder requests clarification whether the extension provision is for 1 year, making the possible total duration of project as 4 years or the bidder can have extensions for 4 more years post initial 3 years of project execution. Also, the bidder requests clarity if the bidder currently needs to provide costing for beyond 3 years as well, if not then the bidder assumes that the existing rate given for 3 years will be negotiated for an appropriate increase in fees if bidder contract is renewed after completion of 3 years	The time period is additional 12 months over and above 36 months preferably without any increase in cost .i.e. at the same rates as quoted in the financial bid.
3	12	4. Qualification Criteria. 1) Minimum Qualification Criteria	a. Experience of providing PR & Social Media Management services to any Government Departments / Government Body / PSU / Large Corporates. Services provided to organizations like GIFT, iNDEXTb, GIDC, MIDC, etc. It should have PSUs, large real estate corporates who operate PAN India, Large Industrial Park Projects, MoRTH, DPIIT, AAI, etc. During the last 5 years - Minimum number of projects 3	1. The bidder requests clarification whether experience in mentioned organizations is mandatory or similar projects in other Government Departments / Government Body / PSU / Large Corporates will also suffice the eligibility criteria. 2. The bidder requests that considering the scope of the project, number of projects experience required with Government Departments / Government Body / PSU / Large Corporates may be increased to minimum 5 projects	1. The bidder needs to provide 3 projects from any of the Government Departments / Government Body / PSU / Large Corporates. 2. The conditions given in the RFQ cum RFP shall remain unchanged.
4	12	4. Qualification Criteria. 1) Minimum Qualification Criteria	b. Average annual Turnover for last 3 financial years - INR 3 Crores	1. The bidder requests that since audited financial statements of FY 2019-20 shall not be available with most bidders, the clause may be modified to include proof for average annual turnover of FY 2016-17, 2017-18 and 2018-19 2. The bidder requests that the average annual turnover of Rs 3 Crores is quite less to find a reputable and financially stable Agency for performing all the specialized and dedicated Media and Communications activities for this kind of scope of work. As an experienced firm, the suggestion for the Department would be to keep it at least INR 25 Crore as average annual turnover eligibility for any Agency to participate for quality and impactful driven performance for the department. The bidder would like to submit that even as per DAVP guidelines the eligibility criteria for Multi-media Creative Agencies is as follows: Category -a) I. Agencies with the turnover of Rs. 100 crore and above. Category-b) I. Agencies with the turnover of Rs. 50 to 100 crores. Category-c) I. Agencies with the turnover of Rs. 25 to 50 crores.	As this is not a Multi-media tender, the turnover expected by the PR cum Social Media Agency shall remain at 3 Crores The conditions given in the RFQ cum RFP shall remain unchanged.

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5	12	4. Qualification Criteria. 1) Minimum Qualification Criteria	For Eligible Experience, assignments where services have been provided for more than 6 months can be considered. Bidders to provide work order copies and completion certificates issued by respective Clients/Employers for all projects submitted in the bid.	The bidder requests that since projects with similar scope are executed over multiple years, hence the mentioned clause may be modified to: "For Eligible Experience, assignments where services have been provided for more than 6 months can be considered. Bidders to provide work order copies and/or completion certificates issued by respective Clients/ Employers for all projects submitted in the bid."	In case of ongoing assignments, bidders can submit Work Order Copies and 6 months completion certificate from their Employer. In case the assignment is completed, work completion certificate is mandatory
6	12	3. Notice Inviting Proposal and Necessary Instruction	Submission of Tender (Physical) - Before the date and time of opening of the tender at the below mentioned address.	Please specify whether the hardcopy is to be submitted on 18th Sept 2020 or before the opening of tender i.e. 21st Sept 2020. The bidder as mentioned in the first query requests for extension of date of submission by atleast 15 days post issue of clarification of queries by Department	Hard copy to reach on or before 18th September 2020 @ 3 PM.
7	14	5. Technical Evaluation	2) Technical Evaluation	As an experienced firm, with multiple project experience in the mentioned sector it is proposed that a reputable and financially stable Agency is required for performing all the specialized and dedicated Media and Communications activities for this kind of scope of work. The bidder requests technical evaluation should include scoring for Firm capability, strength and size and the overall scoring pattern be modified accordingly.	Please refer Clause 2 of Section 5 Technical evaluation for score break down structure.
8	14	5. Technical Evaluation. 2) Technical Evaluation	Presentation The presentation can be self-explanatory in case the bidder is not able to attend the meeting physically. Alternatively, an online meeting can also be scheduled to brief the DICDL management on the presentation process. Document submitted as mentioned in Sr No 1 above is to be presented to the client in ppt form by the bidder team on the given date & should strictly follow the presentation guidelines provided in this tender document.	The bidder requests clarification of the understanding that the bidder is not required to submit the presentation as part of technical bid submission and the bidder will be notified later on which date the bidder needs to submit technical presentation	For technical presentation, a separate notification on the date and time shall be notified
9	15	5. Technical Evaluation. 3) Presentation - Presentation guidelines	Presenting on past work (max 3) as mentioned in the technical evaluation criteria out of which at least 1 work will be as per PQ criteria; each aspect of each work to be presented & explained.	The bidder requests more clarification on the mentioned clause, as per bidder understanding all the past work should meet the PQ criteria	Max. 3 projects to be showcased as limited time shall be allotted to each bidder
10	15	5. Technical Evaluation. 3) Presentation - Presentation guidelines	4) It is essential for the bidder to walk the client through - General PR & Social Media Management achievements of the agency based on their	The bidder requests that the mentioned incomplete sentence be completed and updated in corrigendum	It shall be based on bidders past experiences.

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11	18	6. Proposal Submission	<p>5)The Proposal shall be placed in a sealed envelope. Proposal would include the following:</p> <ul style="list-style-type: none"> • Certified Invoice/ Completion certificate/Payment receipt statement certified by Chartered Accountant from client mentioning the work done for each of the last 5 years to prove 5 years of experience. • Audited Balance sheet for the year: 2014-15, 2015-16, 2016-17 • Technical proposal 1 (TP1) for team composition- format attached • Technical proposal 2 (TP2) for CVs for key staff members – format attached. 	<p>The bidder requests following clarifications from the Department:</p> <ol style="list-style-type: none"> 1. The Department is requested to mention which document from the mentioned items shall be placed in PQ envelope and which one in TQ envelope 2. The bidder requests that since projects with similar scope span multiple years, the Department accept work orders issued by client as valid proof of work done. The same change may also be reflected in "Form B: Format for Pre-qualification Proposal of Previous Experience" 3. The bidder requests that audited balance sheet of 2016-17, 2017-18 and 2018-19 may be asked for submission for maintaining consistency across RFP document 	<ol style="list-style-type: none"> 1. All the documents related to bidder details, technical submission letter (Form A to E and Form I) and all documents required to qualify in Qualification criteria (including work order copies and completion certificates) as mentioned in section 4 needs to be submitted in PQ envelope. Rest all documents and forms required to qualify for technical evaluation as per section 5 shall be part of Technical envelope. Also refer section 6 "Proposal submission" point 4 and 5. 2. The conditions given in the RFQ cum RFP shall remain unchanged. 3. Please refer Sr.no. 1 of Addendum no. 1
12	18	2) Technical Evaluation - Presentation guidelines	Required experience and expertise of Key Personnel/Staff	The bidder requests that minimum criteria or scoring or grading pattern for technical qualification, professional experience, similar projects experience, Familiarity With The Region In Terms Of Past Works Done And Local Language and Years Of Association With The Firm of each resource and other related criteria may be included in detail for the mentioned positions for better alignment of resources as per client expectations.	The conditions given in the RFQ cum RFP shall remain unchanged.
13	41	10. Scope of Work	1. The Bidder should have an existing office operational for more than 3 years in Ahmedabad with the desired subject matter expert team in Ahmedabad (As per Form G: TP-1 – Team Composition)	The bidder requests that since firms with required experience to execute such projects are providing services across India, hence the text in clause be modified to as below: "1. The Bidder should have an existing office operational for more than 3 years in Ahmedabad with the desired subject matter expert team available in Delhi/Mumbai/Ahmedabad post project initiation and travel to client location as and when required(As per Form G: TP-1 – Team Composition)"	The conditions given in the RFQ cum RFP shall remain unchanged.
14	42	10. Scope of Work	<p>iv. Interactions: Coverage of events, roadshows, press conferences, launch, inauguration, etc.</p> <p>v. Site Tours To identify & facilitate visit by Journalists, Editors, etc. to Dholera enabling them to have a 1st hand understanding of the project & to write about it.</p>	The bidder requests clarification on the approximate number of such events, roadshows, site tours, etc. that will be held during project execution. Also, bidder requests clarification whether boarding/lodging and travel expenses from bidder's team will be borne by Department on actuals basis	The number of events differ as per the participation taken by the company. However, for site tours, etc. the expenses can be put in the Clause 7 : Financial Proposal
15	42	10. Scope of Work	Vi. Target Media (Digital & Conventional)	Department is requested to specify whether the payments for media buying, if required would be the responsibility of the client or the bidder. Also specify whether if bidder needs to do these payments, will these payments be part of the project fees of the bidder and need to be included in financial proposal or will be reimbursed on actuals basis	Kindly refer to the Clause 7 : Financial Proposal

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16	43	11. Scope of Work Social Media	11.1 Social Media related activities: i. Creation and Maintenance of DICDL's Accounts/Videos/Handles/Channels on Twitter, Facebook, YouTube, Instagram and Google Plus etc and at most 3 social media platforms which may emerge within the contract period. ii. Creation of relevant blog spot and forums wherein the participation of targeted audience can be invoked.	The bidder requests clarification on the assumption that bidder would only create contents as listed for social media accounts and blog spot forums for client. The client is requested to specify if the bidder is also expected to manage the accounts, would the bidder have the complete rights/control over Government social media accounts to be managed.	The bidder is supposed to also manage the accounts including social media accounts, blogspot, etc.
17	43	11. Scope of Work Social Media	11.1 Social Media related activities: All the queries received on the all platforms must be replied to and addressed within 24 working hours in consultation with DICDL.	The bidder requests clarification on the assumption that bidder would only help in creating text/content for replying to query raised on any social media platform. The client is requested to specify if the bidder is also expected to manage the accounts, would the bidder have the complete rights/control over Government social media accounts to be managed.	Yes
18	43	11. Scope of Work Social Media	11.1 Social Media related activities	Department is requested to specify whether the payments for paid marketing to third party/vendor/social media ad platforms would be the responsibility of the client or the bidder. Also specify whether if bidder needs to do these payments, will these payments be part of the project fees of the bidder and need to included in financial proposal or will be reimbursed on actuals basis.	Kindly refer to the Clause 7 : Financial Proposal
19	44	11. Scope of Work Social Media	vii. Key Influencer Program: The Influencer program will aim at engaging top 100 influencers in the industry sector DICDL operates in and will also focus on blogs & forums and other social channels.	The bidder requests clarification on the assumption that all payments if required to influencers/bloggers will be done by Department directly and bidder will be responsible on Conceptualizing, planning and executing the engagement of influencer/blogger group.	Kindly refer to the Clause 7 : Financial Proposal
20	44	11. Scope of Work Social Media	Use a good industry standard monitoring for analysing comments / remarks about DICDL in various online media like e-newspapers, e-magazines, blogs, social media platforms at national & international level.	The bidder requests clarification from the Department whether bidder is required to use a tool for carrying out activities mentioned in the clause and whether the cost of such tool should be included in the Financial proposal to be submitted.	No. Generally, bidders who are already managing existing clients work must have such tools installed and available in-house
21	46	11. Scope of Work Social Media	11.3 Making the uploaded content viral / virility of content: The agency should also submit the options of Organic promotions and Inorganic Promotions 1 week before the campaign. All costs attached to such promotions should be approved in writing or email from the client.	Department is requested to specify whether the payments for promotions as mentioned in clause, if required would be the responsibility of the client or the bidder. Also specify whether if bidder needs to do these payments, will these payments be part of the project fees of the bidder and need to included in financial proposal or will be reimbursed on actuals basis	Kindly refer to the Clause 7 : Financial Proposal & Clause 11.3
22	46	11. Scope of Work Social Media	11.2 Creative designing and repackaging: b. Repackaging of the content (videos and photographs) into suitable formats (video packages and others). On average repackaged videos of 30-40 seconds are expected as deliverables.	The bidder requests clarity on the approximate number of such videos that will need to be created during project execution period	Average will be once a month
23	56	II. General Conditions of Contract	1.7 Location The Services shall be performed at such locations as are specified in Appendix A hereto and, where the location of a particular task is not so specified, at such locations whether in Government's Country or elsewhere, as the Client may approve.	We request the consider to include appropriate language on the lines below (sample): "If there are any circumstances that reasonably restrict or affect the ability of PwC's personnel to travel or to be physical present at any specific office/location, then without prejudice to your obligations (including your payment obligations), you shall allow such personnel to work from home or other remote location till the time such circumstances exist"	The Conditions given in the RFQ cum RFP shall remain unchanged. The decision of such events shall be taken by the Employer at the time of occurrence of such events/circumstances.

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24	62	3.0 Obligation of the Agency	3.3 Confidentiality	Client is requested to allow standard exceptions to confidential information, which is industry standard and reasonable. Not all information can be regarded as confidential. For eg., if the information is in public domain, we cannot be expected to keep it confidential at our end. Similarly, if any information is liable to be disclosed under the RTI, giving it a confidential status and obliging us to keep such information confidential is not correct. We request inclusion of following clause: Confidential information does not include any information which (i) is rightfully known to the recipient prior to its disclosure; (ii) is independently developed by the recipient without use of or reliance on confidential information; or (iii) is or later becomes publicly available without violation of this agreement or may be lawfully obtained from a third party; or (iv) which would be required to be disclosed under the (Indian) Right to Information Act.	The conditions given in the RFQ cum RFP shall remain unchanged.
25	62	3.0 Obligation of the Agency	3.3 Confidentiality	Client is requested to consider that we may have to disclose information for successful accomplishment of work and for regulatory and internal compliance purposes. However, to the extent legally permissible, we will ensure that even if the information is disclosed to any third party, such parties maintain confidentiality of such information. Client is therefore requested to kindly include the following clause: Consultant may disclose confidential information: (a) to its employees, directors, officers and subcontractors, on a need to know basis, as required for performance of services, provided such employees, directors, officers and subcontractors are bound by confidentiality obligations; (b) where required by applicable law or regulation or for regulatory and compliance (both internal and external) purposes.	The conditions given in the RFQ cum RFP shall remain unchanged.
26	62	3.0 Obligation of the Agency	Obligations to survive for 2 years post expiry or termination of contract	We request client to reduce the survival period of confidentiality obligations to one year post expiry or termination.	The conditions given in the RFQ cum RFP shall remain unchanged.
27	62	3.0 Obligation of the Agency	3.3 Confidentiality	We request client to allow us to retain our working papers and a copy of confidential information for our records and any future reference or audit requirements, subject to confidentiality obligations under this Agreement.	The conditions given in the RFQ cum RFP shall remain unchanged.
28	62	3.0 Obligation of the Agency	3.3 Confidentiality	Please appreciate that this is a prestigious project for us and we would like to showcase this project in our future proposals. We request client to allow us to refer to you and the services we have performed for you for citation / reference purposes, as long as we do not disclose your confidential information.	The conditions given in the RFQ cum RFP shall remain unchanged.

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29	62	3.0 Obligation of the Agency	3.2 Conflict of Interests	We wish to highlight that we are a large organization providing various services to various state and central government departments, PSUs, international organizations and private clients. We wish you to note that while we have a mechanism in place to identify patent and direct conflict of interests, it may not always be possible to identify any or all indirect or remote conflict of interests. Kindly appreciate that our no conflict confirmations will be subject to the foregoing.	The conditions given in the RFQ cum RFP shall remain unchanged.
30	68	III. Special Conditions of Contract	Limitation of the Agency' Liability towards the Client	Client is requested to limit consultant's liability to 1X of the total contract value. This is as per GFR and the guidelines issued by Meity. It is also the normal industry practice. Further, The insurance clause makes the 1X liability ineffective as it increases to multiple times of TCV. Client may consider including the following language: "Purchaser/Client agrees that Consultants total liability for all claims connected with the services or this agreement (including but not limited to negligence), whether in contract, tort, statute, indemnities or otherwise, is limited to one time the professional fees paid / payable for the services. Purchaser/Client agrees that Consultant will not be liable for (i) loss or corruption of data from your systems, (ii) loss of profit, goodwill, business opportunity, anticipated savings or benefits or (iii) indirect or consequential loss."	The conditions given in the RFQ cum RFP shall remain unchanged.
31	68	III. Special Conditions of Contract	Limitation of the Agency' Liability towards the Client	Client is requested to include to clause to state that we will not be liable for any indirect and consequential losses or damages. This is as per GFR and Meity guidelines and also the industry standard. Even the law, Contract Act, stipulates and remote and consequential damages are not payable. Client is requested to include the below clause: Purchase/Client agrees that Consultant will not be liable for (i) loss or corruption of data from your systems, (ii) loss of profit, goodwill, business opportunity, anticipated savings or benefits or (iii) indirect or consequential loss.	The conditions given in the RFQ cum RFP shall remain unchanged.
32	69	3.0 Obligation of the Agency	3.5 The risks and the coverage shall be as follows: Third Party liability insurance with a minimum coverage, of Rs. 5 lakhs for the period of consultancy.	We wish to clarify that we maintain insurances, at the firm level, which are required to be maintained by us as per the provision of laws. Separate insurances for this project may not be required in light of such firm level insurance. We can provide you with a confirmation about our firm level insurance and that to the extent required by law, this project will also be covered under that insurance. We hope that should suffice. Please confirm.	The conditions given in the RFQ cum RFP shall remain unchanged.

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33	NA	NA	NA	<p>There are several remedies available under law and contract to you for such breach of obligations. For eg, there are penalties and LDs that may be imposed for some of these breaches. Seeking indemnities for such breaches frustrates the entire purpose of such remedies available to you. We understand that remedies other than indemnity will be sufficient for such breaches. We request you to kindly delete this section.</p> <p>If you still insist on retaining this section, then we request you to at least make them subject to overall cumulative liability cap of total contract value and subject to final determination of court/arbitrator.</p>	<p>The conditions given in the RFQ cum RFP shall remain unchanged.</p>
34	NA	NA	NA	<p>There are innumerable IPRs that exist with us which we would like to use to your benefit while delivering our services to you. These are our pre-existing IPRs and we use it for all clients. We will not be able to give ownership in such IPRs to you just because we are using them for providing services to you, like we use these for other clients. We request that we are allowed to retain ownership of our pre-existing IPRs, else we might be not be able to use these in providing services to you in order to protect our ownership in them. We request you to kindly include the below clause. This is also the standard mentioned by Meity in its guidelines.</p> <p>Notwithstanding anything to the contrary in this agreement, Consultant will retain the ownership of its pre-existing intellectual property rights (including any enhancement or modification thereto) even if such IPRs are used for creating deliverables, are incorporated in the deliverables, etc. To the extent such pre-existing IPRs are included/incorporated in the deliverables, upon receipt of all due and payable payment in full, the Consultant shall grant a non-exclusive, perpetual and fully paid up license to the Purchaser/Client to use such pre-existing IPRs for use of deliverables for the purpose for which such deliverables are meant for client's internal business operations.</p>	<p>Agreed. However, if a third party uses the said IPR without the permission or understanding of DICDL, DICDL shall not be liable for the same.</p>
35	NA	NA	NA	<p>If the project is to be completed on time, it would require binding both parties with timelines to fulfill their respective part of obligations. We request you that you incorporate a deliverable acceptance procedure, perhaps the one provided by Meity in their guidelines, or the one suggested below, to ensure that acceptance of deliverables is not denied or delayed and comments, if any, are received by us well in time. You may consider including the below simple clause:</p> <p>Within 10 days (or any other agreed period) from Client's receipt of a draft deliverable, Client will notify Consultant if it is accepted. If it is not accepted, Client will let Consultant know the reasonable grounds for such non acceptance, and Consultant will take reasonable remedial measures so that the draft deliverable materially meets the agreed specifications. If Client does not notify Consultant within the agreed time period or if Client uses the draft deliverable, it will be deemed to be accepted.</p>	<p>The conditions given in the RFQ cum RFP shall remain unchanged.</p>

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36	NA	NA	NA	We will be providing services and deliverables to you under the contract. We accept no liability to anyone, other than you, in connection with our services, unless otherwise agreed by us in writing. You agree to reimburse us for any liability (including legal costs) that we incur in connection with any claim by anyone else in relation to the services. Please confirm our understanding is correct.	The conditions given in the RFQ cum RFP shall remain unchanged.
37	Page 10	3	Bid Security of Rs. 200,000	As an MSME certified agency, will we get an exemption from paying this	The conditions given in the RFQ cum RFP shall remain unchanged.
38	Page 15-16	6	Team structure	On Page 15-16, it says that the presentation team should include "Ahmedabad team as mentioned earlier and in clause 4 below" - my question is where in the RFP is this "Clause 4"	Please refer Sr.no. 2 of Addendum no. 1.
39	Page 52 onwards		Contract	Sir, After filling up all the forms, and after the scope of work, there is a section for after Annexure A - which includes different Appendices and the Draft form of Contract, do we need to include all that as part of the submission, or will that be done after selection? Reason for this question is because the draft contract also includes the cost structure, which we shouldn't be including.	Financial proposal to be submitted online on nprocure only.
40				Lastly, will it be possible for you to share the presentation that you took us through?	It will be sent to bidders shortlisted in the technical evaluation
41	12	4. 1) a)	Minimum Qualification Criteria	Does the bidder have to share 3 client names each under the 3 segments or minimum 3 in total whichever category they fulfill?	The clients can be same or different.
42	12	4. 1) a)	Minimum Qualification Criteria	Should all 3 projects be for PR & Social Media combined or can they be for PR focused and Social Media focused separately as well?	Please refer Sr.no. 3 of Addendum no. 1.
43	12	4. 1) a)	Minimum Qualification Criteria	Large corporates can also include pvt compnaies?	Yes
44	12	4	Minimum Qualification Criteria	Work completion certificates are compulsory for all or will work orders/certificats suffice?	Work completion certificates are required.
45	14	5. 2)	Technical Evaluation	While the Communication Strategy Document has to be submitted with the bid, does the presentation also have to be submitted at that time or showcase it only when asked to present in meeting to Employer?	The notification for making the presentation will be sent to the shortlisted bidders
46	10	3	Rs. 2, 00, 000/- (Rs. Two Lakh only) BY DEMAND DRAFT/Bank Guarantee in the prescribed format in favour of Dholera Industrial City Development Limited (DICDL), Gandhinagar Payable at Gandhinagar	Request you to allow exemption for MSME	The conditions given in the RFQ cum RFP shall remain unchanged.
47	12	4.1.a	Experience of providing PR & Social Media Management services to any Government Departments / Government Body / PSU / Large Corporates. Services provided to organizations like GIFT, iNDEXTb, GIDC, MIDC, etc. It should have PSUs, large real estate corporates who operate PAN India, Large Industrial Park Projects, MoRTH, DPIIT, AAI, etc. During the last 5 years	Organizations who has worked as a contractor for the govt project contract awardee are allowed to participate? Request you to allow such organizations & consider their work orders.	Work completion certificates are required.
48	14	5.2.3	Manpower	Request you to allow submission of undertaking that if we get the work, we will hire the necessary qualified personnels.	The conditions given in the RFQ cum RFP shall remain unchanged.

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49	16	5.7	Required experience and expertise of Key Personnel/Staff	Request you to allow submission of undertaking that if we get the work, we will hire the necessary qualified personnels.	The conditions given in the RFQ cum RFP shall remain unchanged.
50	20	7.2.1	Monthly retainer ship fees	Please clarify the purpose of this fees	The monthly retainership fees means the minimum fixed monthly charge that the bidder shall be asking other than the variable expenses mentioned in Sr. No. 2,3 & 4 of Professional Fees
51		7.2.2	Site visit with Journalists, Editors, Bloggers, Influencers or any other team as per work requirement at DSIR site	Please clarify the no of personalities, influence region/ followers/ national level influencers/ journalist? Please share details as cost may vary from person to person and it is required for proposal submission	The no. of influencers / personalities / followers, etc. shall be defined by the bidder based on their past experience with existing clients.
52	41	10.1	The Bidder should have an existing office operational for more than 3 years in Ahmedabad with the desired subject matter expert team in Ahmedabad (As per Form G: TP-1 – Team Composition).. The Bidder can form the Consortiums of maximum Two agencies (1 lead + 1 JV partner) to fulfill above qualification criteria jointly. The bidder should have therequired expert staff / office at Mumbai / Delhi. While, the JV member should be able tocater to the requirement of providing required services as and when required in other Metropolitan, Tier 1, Tier 2 & Tier 3 cities in India and as and when required in the international market.	Is it necessary that both the partners should fulfill the mentined criteria or is it ok if 1 partner is fulfilling criteria of PR & social media related and another partner is fulfilling other criteria?	It can be a combination of both parties fulfilling the criteria.
53	36	7	Required experience and expertise of Key Personnel/Staff	Out of the team which you have asked how many to deployed onsite and how many will offsite. Also Can these 5 staff operate from any city or should they be stationed at the Agency's Ahmedabad office?	The bidder should ideally depute 1 person onsite and remaining can be offsite. However, the personnel deputed onsite should have a strong communication skills and should be thoughtful
54	20	2.3	Digital Advertisement / Promotion / Branding / Webinars	a) We need Bifurcation of how many Digital advertisement, Promotion, branding b) What is the propose media spent of the same, will it be paid as per actuals or should we include it in our financial proposal	The media spend on digital advertisement, branding and promotion shall be paid as per actuals. The total amount of spend or no. of campaigns cannot be defined. However, bidder can take a benchmarking based on the campaigns done for other clients
55	20	2.4	Still Photography, Audio-Video Productions	We need Bifurcation of how many still photography and how many Audio-Video productions	On an average 1 day per month
56	14	2	Evaluation Criteria	Do we have to submit the presentation at time of submission or we just have to provide PR & Social media strategy document	The shortlisted bidders will be invited to make presentation. However, the strategy document needs to be submitted with the bid
57	10	3	Bid Documents	Tender processing fees and Bid security, I hope you will accept both from Private banks.	Banks shall be nationalized / Scheduled Banks. No BG from YES Bank shall be accepted. Also, refer Sr.no. 4 of Addendum no. 1.
58	12	4	The firm should have been in the business of providing Public relations Services for a period of at least 05 years.	We understand that agencies in the business of digital media marketing will also be allowed. Please confirm.	The digital media agencies can form a JV consortium in order to fulfill the requirements. However the bidder should have PR cum Social Media experiece separately or combined.

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59	12	4	<p>1) Minimum Qualification Criteria</p> <p>Experience of providing PR & Social Media Management services to any Government Departments / Government Body / PSU / Large Corporates. Services provided to organizations like GIFT, iNDEXTb, GIDC, MIDC, etc. It should have PSUs, large real estate corporates who operate PAN India, Large Industrial Park Projects, MoRTH, DPIIT, AAI, etc.</p>	<p>We have multi year experience of managing digital and social media platforms for various government organizations like Ministry of Tourism, Delhi, Tourism Corporation of Gujarat Limited, iNDEXTb (Vibrant Gujarat Events), Khel Mahakumbh Event, MySurat Campaign (Smart City) etc.</p> <p>In all these assignments, we have managed 360 degree social and digital marketing and we have developed audio video multimedia content including content for press releases, newsletters etc.</p> <p>We have not done the full-fledged PR activities but a part of it we have done in each above mentioned assignments. We request department to allow all these assignments in the tender to facilitate our participation in the bid.</p>	<p>The digital media agencies can form a JV consortium in order to fulfill the requirements. However the bidder should have PR cum Social Media experience separately or combined.</p> <p>The conditions given in the RFQ cum RFP shall remain unchanged.</p>
60	12	4	<p>1) Minimum Qualification Criteria</p> <p>Experience of providing PR & Social Media Management services to any Government Departments / Government Body / PSU / Large Corporates. Services provided to organizations like GIFT, iNDEXTb, GIDC, MIDC, etc. It should have PSUs, large real estate corporates who operate PAN India, Large Industrial Park Projects, MoRTH, DPIIT, AAI, etc.</p>	<p>We assume that name of the organizations are indicative only. Work experience for any Government Departments / Government Body / PSU / Large Corporates will be considered. Please confirm.</p>	<p>Confirmed.</p>
61	41	10	<p>The Bidder should have an existing office operational for more than 3 years in Ahmedabad with the desired subject matter expert team in Ahmedabad (As per Form G: TP-1 – Team Composition).. The Bidder can form the Consortiums of maximum Two agencies (1 lead + 1 JV partner) to fulfill above qualification criteria jointly. The bidder should have the required expert staff / office at Mumbai / Delhi. While, the JV member should be able to cater to the requirement of providing required services as and when required in other Metropolitan, Tier 1, Tier 2 & Tier 3 cities in India and as and when required in the international market.</p>	<p>We meet the requirement of having operational office for more than 3 years in Ahmedabad with desired subject matter expert team in Ahmedabad. We assume will can bid for the project.</p> <p>Why are the department seeking offices at Mumbai/Delhi? Please clarify.</p>	<p>As the project is headed by the Central & State government, we do organise various interactions in the Capital of India and the Financial Capital of India. So in order to smoothen the process, the bidder should have the required staff / office in Delhi / Mumbai.</p>