

Reply to Pre-Bid Queries

Sub: Engagement of Agency of Social Media Management for NHIDCL

Ref.: GEM Bid No. GEM/2024/B/4420546

S. No.	Reference	Query	Reply
1	Section -VII Eligibility Criteria (Page no. 35)	<p><i>"The agency should have provided services in PR/ social media to State or Central Government body/PSU for a minimum of six months in last three years as on the last date of submission of bid. (Assignments related to Paid media/ Advertising shall not be considered.)"</i></p> <p><i>The agency should have handled the similar work contract of value of single work contract of 80% of the estimated bid value or two work orders of 60% of the estimated bid value or three work orders of 40% of the estimated bid value during the last 07 years ending 31.12.2023."</i></p> <p>Is the above Condition for multimedia creative services and social/ digital media services (whether multiple work orders from the same organization can be submitted to arrive above data)</p>	<p>The position is already clarified at Clause 5 & 6 of Part-I of Section VII uploaded as pdf No '1704109679.pdf' under the heading of "Any other Criteria required for Eligibility/ pre-qualification" of GeM Bid under reference.</p> <p>However, 60% mentioned under Clause 6 of Part-I of Section VII uploaded as pdf No '1704109679.pdf' under the heading of "Any other Criteria required for Eligibility/ pre-qualification" may be read as 50% mentioned at Ser No. 15 of Clause 1 of Annexure C uploaded as part of pdf at "Buyer Added Bid specific ATC" and Clause 6 on Page 3 of GeM Bid under reference.</p> <p>Value indicated is for one Work Order, not addition of multiple work orders.</p>
2	Financial Bid Format – Annexure E (Page no. 44)	It is asked for yearly total cost, two-year cost and total cost (inclusive taxes) whereas in GEM Portal at financial submission portion it is asked for a monthly fee (inclusive taxes). Please clarify	The position is already clarified at Annexure E uploaded as part of pdf at "Buyer Added Bid specific ATC" of GeM Bid under reference. Per month rate to be quoted is further multiplied by 12 to arrive at Yearly cost and double of it shall be cost for Two Years.
3	Section -VII Eligibility Criteria (Page no. 35)	In section VII of the eligibility criteria, it is required to have a single work contract worth 80% of the bid contract value i.e. 72 lacs in one year. Please clarify whether word orders are required only from government clients or if agencies can submit proof of work experience for private listed companies	The position is already clarified at Clause 5 of Part-I (Eligibility Criteria) and Para (a) and (b) of Part – II (Detailed Evaluation Criteria) of Section VII uploaded as pdf No '1704109679.pdf' under the heading of "Any other Criteria required for Eligibility/ pre-qualification" of GeM Bid under reference.
4	Section-V Scope of Work Point 1.3.5	<p><i>Social Media Team shall have dedicated resources visiting all sites and surrounding places to create informative, interactive and constructive narratives of projects undertaken by the organization. Content shall be discussed with the designated official before undertaking these visits and tasks to create requisite content.</i></p> <p>The deployed team will visit the sites for video blogs? Shooting and travel expenses will be given?</p>	The position has been elaborated in at Sr. no 2 (viii) of Clause 4 (Project Deliverables) of Section V uploaded as part of pdf at "Buyer Added Bid specific ATC" of GeM Bid under reference.



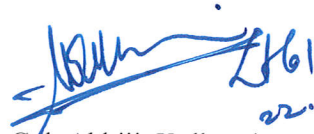
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5	Section-V Scope of Work Point 1.7.5	<i>We will share our tweet in our regional languages besides Hindi and English; it will also help us generate more traffic.</i> Will tweets in regional language drafted by the Agency? And which languages?	The requirement is Scope of Work as elaborated at Clause 1.7.5 of Section V uploaded as part of pdf at "Buyer Added Bid specific ATC" of GeM Bid under reference. Major regional languages of NER and North India and A&N may be considered for tweets.
6	Section-V Scope of Work Point 1.7.6	<i>Third-party applications like Tweetdeck, Tweetvite, TweetMyEvents, etc. would be exploited for reaching out to the people online.</i> Is it mandatory to have TweetDeck, TweetVibe as the third-party application? Other apps can be used?	The position is amply clarified at Clause 1.7.6 of Section V uploaded as part of pdf at "Buyer Added Bid specific ATC" of GeM Bid under reference.
7	Section-V Scope of Work Point 1.9.6	<i>Social Media Team will share articles daily on all social networking website to generate more readers on NHIDCL website and also in turn increase blog subscribers.</i> Team will share the articles on all social networking websites? Which are these Websites	The position is amply clarified at Clause 1.2 of Section V uploaded as part of pdf at "Buyer Added Bid specific ATC" of GeM Bid under reference. Any Social Media platform trending around may also be required to be activated for NHIDCL.
8	Section-V Scope of Work Point 3.1	<i>Selected vendor shall provide Cloud based online media monitoring and analytics platform also available as mobile application for analytic reports. Selected Vendor shall carry out monitoring across all the social media platforms. The monitoring team shall tag necessary topics based on the keywords provided or agreed by NHIDCL.</i> Dedicated Mobile App is to be created or third-party tools can be used	Vendor may provide the platform using their choice of method to meet the requirement laid down at Clause 3.1 of Section V uploaded as part of pdf at "Buyer Added Bid specific ATC" of GeM Bid under reference.
9	Section-V Scope of Work Point 3.2	<i>The monitoring team of selected vendor shall tag all the relevant topics across the social media and make it available on web with necessary functionality in various categorized manners as mentioned in the proposal.</i> Please elaborate on the requirement	The topics (Hashtags, Accounts, Pages Etc) pertaining to NHIDCL shall have to be included in Social Media Posts. Vendor is required to facilitate Keywords, Hashtags, pages etc. that may enable trending of Topics on which posts on Social Media content has been created & hosted. These may be categorised keeping in mind the sanctions of NHIDCL or as suggested by Authority of NHIDCL.
10	Section-V Scope of Work Point 4.2.7	<i>Social Media Tours trips – Identification, invitation, co-ordination, follow up for stories (Expenses on travel, Board/ Lodging to be borne by Agency/ Vendor)</i> The agency is required to Visit all the properties of NHIDCL once a year? Expenses will be borne by Whom?	The team members of selected bidder may be required to visit Project locations as deemed fit in consultation with NHIDCL Team. The position on expenses is amply clarified in Ser No 2 (vii) of Clause 4 of Section V uploaded as part of pdf at "Buyer Added Bid specific ATC" of GeM Bid under reference.

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11	Section-V Scope of Work Point 4.4.11	<i>Community engagement with highway users to create highway tales</i> Please elaborate on the requirement additionally, does the agency need to shoot videos series and should the associated costs be included on the financial Bid	The agency needs to interact with civilians and stakeholders of Highway sector to create short videos for amplification of the development work being carried out by NHIDCL. The position on expenses is amply clarified in Ser No 2 (vii) of Clause 4 of Section V uploaded as part of pdf at "Buyer Added Bid specific ATC" of GeM Bid under reference.
12	Section-V Scope of Work Point 4.4.25	<i>Live coverage of the exhibitions, events, seminars, conferences on NHIDCL social media handles, provide live streaming of important event ensuring all the important moments are captures. Minimum 2 personnel should cover any live event/ live streaming with a high-end camera to ensure high video quality and make sure that the streaming is run smoothly with a proper Internet connection</i> Live coverage Cost will be provided (including Camera, live stream software)	Due prior approval for live coverage cost may be taken while covering such events from NHIDCL which may be billed separately.
13	II - Detailed Evaluation Criteria, (b) Media Experience	<i>3) Experience of working on relevant work – PR and content development with at least one client in Private sector (Only ongoing contracts as on last date of submission of the bid)</i> <u>We request you to please also allow completed projects/contracts and amend this clause as:-</u> <i>3) Experience of working on relevant work – PR and content development with at least one client in Private sector (Ongoing/Completed contracts as on last date of submission of the bid)</i>	Please refer to S. No. 1 of Corrigendum-I
14	II - Detailed Evaluation Criteria, (b) Media Experience:	<i>4) Experience of working on relevant work – social media with at least one client in pvt. sector (Only ongoing contracts as on last date of submission of the bid)</i> <u>We request you to please also allow completed projects/contracts and amend this clause as:-</u> <i>4) Experience of working on relevant work – social media with at least one client in pvt. sector (Ongoing/Completed contracts as on last date of submission of the bid)</i>	Please refer to Corrigendum-I
15	Bid Details	Under Bid Details of the GeM tender document – MSEs and Startups have been granted exemption from Turnover and Previous Experience criterion. Please clarify what is the minimum marks that will be allocated to MSEs / Startups under the same heads in the Technical Evaluation matrix.	Attention is drawn to Clauses 1 & 2 on Page 3 of Gem Bid Document under reference where position is amply clarified.
16	Section VI (Resource team)	RFP – Section VI (Resource team) – Kindly clarify: a. That the said team will have to deployed dedicatedly at NHIDCL office for the entire duration of the contract. b. Whether the CVs of the intended team will have to be provided as part of the bid and whether they should be available during the tech bid presentations / discussions. c. Whether there would be any interview process for the proposed personnel by NHIDCL.	i. The said team will be deployed at NHIDCL HQ, New Delhi for the entire duration of Project. However, the requirement is amply clarified in Ser No 2 (v) & (vii) of Clause 4 of Section V uploaded as part of pdf at "Buyer Added Bid specific ATC" of GeM Bid under reference.

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			<p>ii. The position is amply clarified at Clause 3 (a) of Section VI uploaded as part of pdf at "Buyer Added Bid specific ATC" of GeM Bid under reference. Technical Presentation may be made by the proposed team members of the Agency.</p> <p>iii. Yes, if required.</p>																				
17	II - Detailed Evaluation Criteria	<p>II - Detailed Evaluation Criteria</p> <p>(a) Corporate Strength:</p> <table border="1"> <thead> <tr> <th>Sr.</th><th>Details As Per Tender</th><th>Pre-Bid Query</th><th>Mark</th></tr> </thead> <tbody> <tr> <td>1</td><td>5 Cr. Up to 10 Cr. (Minimum required)</td><td>4 Cr. Up to 6 Cr (Minimum Required)</td><td>5 Mark</td></tr> <tr> <td></td><td>Above 10 Cr.</td><td>Above 5 Cr.</td><td>0.5 marks for each additional 50 lakh beyond 5 Cr.</td></tr> <tr> <td>2</td><td>100 Nos (Minimum required)</td><td>60 Nos (Minimum required)</td><td>05 Marks</td></tr> <tr> <td>3</td><td>Site Office in North East of India</td><td>Site Office in India</td><td>05 Marks</td></tr> </tbody> </table>	Sr.	Details As Per Tender	Pre-Bid Query	Mark	1	5 Cr. Up to 10 Cr. (Minimum required)	4 Cr. Up to 6 Cr (Minimum Required)	5 Mark		Above 10 Cr.	Above 5 Cr.	0.5 marks for each additional 50 lakh beyond 5 Cr.	2	100 Nos (Minimum required)	60 Nos (Minimum required)	05 Marks	3	Site Office in North East of India	Site Office in India	05 Marks	Please refer to Corrigendum-I
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Regards,


22.01.24
Lt. Col. Abhijit Kulkarni
General Manager (IT)