

REQUEST FOR PROPOSAL FOR SELECTION OF SOCIAL MEDIA AGENCY

Reply to Prebid Queries- REQUEST FOR PROPOSAL FOR SELECTION OF SOCIAL MEDIA AGENCY

Date- 09/08/2021

#	Name Of Agency	RFP Document Reference(s)	Section & Page N.	Content of RFP requiring Clarification(s)	Points of clarification	Response By WCDC
1	EKTA MANCH	A) Eligibility Criteria For Selection Of Social Media Agency B) Terms & Conditions For Selection Of Social Media Agency: C) Technical Bid	a) 6.1 & 12 b) 7.2 & 15 c) Annexure C- Point N. 3 & 22	a) The Bidder should be registered in India under the Indian Companies Act 1956. b) The preference will be given to the startups or company registered under Limited liability partnership. c) Type of Firm Ltd/Pvt. Ltd/LLP/Proprietor/PSU	These are three different statements and societies/partnership firms excluded in all of three.	As per RFP
		Eligibility Criteria For Selection Of Social Media Agency	6.14 & 14	All Quoted manpower should be on the payrolls of the company at the time of award of the contract. Outsourcing in any form will not be allowed. The bidder needs to submit CV of all proposed manpower.	What if person resigned/declined to work further?	The man power is the responsibility of the Bidder. The bidder has to provide Manpower as per the terms and condition of the RFP.
		Eligibility Criteria For Selection Of Social Media Agency	6.1 & 13	The bidder should have prior experience of having executed or executing at least 2 assignments in Digital PR and/or Social Media/ Branding activity for any State Government /Central Government /State PSU.	Request to accept experience of social media promotion provided to Schools, Hospital etc	Please refer Corrigendum
		Eligibility Criteria For Selection Of Social Media Agency	6.1 & 12	The bidder must be registered in Government e-Marketplace portal	If it GEM portal or something else?	Yes
2	Imagica Graphics	Eligibility Criteria For Selection Of Social Media Agency	6.1 & 12	The bidder must be registered in Government e-Marketplace portal	If it GEM portal or something else?	Yes
		Eligibility Criteria For Selection Of Social Media Agency	6.1 & 13	The bidder should have prior experience of having executed or executing at least 2 assignments in Digital PR and/or Social Media/ Branding activity for any State Government /Central Government /State PSU.	Request to accept experience of social Media Promotion provided to schools like DPS, Hospitals & Corporate Bodies	Please refer Corrigendum

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3	Argildx Consulting Pvt Ltd	Eligibility Criteria For Selection Of Social Media Agency	6.1 & 12		CMMI level 3 certificates should be the qualification criteria to maintain the quality of bidders participating. Since the project is concerned with public addressing & resembling govt department	As per RFP
		Eligibility Criteria For Selection Of Social Media Agency	6.1 & 13	The bidder should have prior experience of having executed or executing at least 2 assignments in Digital PR and/or Social Media/ Branding activity for any State Government /Central Government /State PSU.	Preference should be given to agency having experience of working with Bihar Government, Minimum one project from Govt of Bihar in any Department	Please refer Corrigendum
		Eligibility Criteria For Selection Of Social Media Agency	6.1 & 12		The bidding agency should have latest ISO certificates	As per RFP
		Eligibility Criteria For Selection Of Social Media Agency	6.12.2 & 14	The agency should deploy three no. of key social media professionals for management of Social Media platform in English Hindi and regional language.	The agency must have the dedicated expert & experienced team of social media apart from 2 onsite professionals in RFP	As per RFP
		Eligibility Criteria For Selection Of Social Media Agency	6.4 & 12	The turnover of the agency in the area of Reputation management services including social media marketing services should be over Rs.25.00 lakhs. (For 2017-18, 2018-19 & 2019-20)	The agency should have the minimum turnover of 5 Cr (This must be added so that only stable & decent agencies should participate)	As per RFP
4	Brand Radiator (DRD Lab Pvt Ltd)	Eligibility Criteria For Selection Of Social Media Agency	6.1 & 12	The Bidder should be registered in India under the Indian Companies Act 1956.	In eligibility criteria please also allow the agency who are registered in India under the Indian Companies Act 2013.	Yes






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		Eligibility Criteria For Selection Of Social Media Agency	6.4 & 12	Financial Worth -The turnover of the agency in the area of Reputation management services including social media marketing services should be over Rs.25.00 lakhs. (For 2017-18, 2018-19 & 2019-20)	<p>a) We, DRDLAB Pvt. Ltd. (Brand Radiator) registered under Start-up India and MSME, has completed 3 years on 19.06.2021.</p> <p>b) We have been incorporated on 19.06.2018 and hence our year of operations started from Financial year 2018-19 and onwards.</p> <p>c) As per relaxation on experience & Turnover mentioned on Page number 22 Annexure-C for Start-ups, can we apply and get exemption from showing turnover in year 2017-18?</p> <p>d) Also please allow to consider Provisional CA certificate for financial year 2020-2021</p>	The bidder will be exempted from furnishing turnover / IT Returns if they are MSME and submit relevant proof of MSME with the Bid Document.
		Eligibility Criteria For Selection Of Social Media Agency	6.6 & 12	IT Return: IT Return for three consecutive financial years. (For 2017-18, 2018-19 & 2019-20)	<p>a) We, DRDLAB Pvt. Ltd. (Brand Radiator) registered under Start-up India and MSME, has completed 3 years on 19.06.2021.</p> <p>b) We have been incorporated on 19.06.2018 and hence our year of operations started from Financial year 2018-19 and onwards.</p> <p>c) As per relaxation on experience & Turnover mentioned on Page number 22 Annexure-C for Start-ups, can we apply and get exemption from submitting IT Return for year 2017-18?</p>	The bidder will be exempted from furnishing turnover / IT Returns if they are MSME and submit relevant proof of MSME with the Bid Document.

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		Technical Scoring	Annexure- A & 19	Average Turnover in last 3 FY years ending March 2020 from Social Media promotion/Digital PR activity and/or Branding activities.	<p>a) We, DRDLAB Pvt. Ltd. (Brand Radiator) registered under Start-up India and MSME, has completed 3 years on 19.06.2021.</p> <p>b) We have been incorporated on 19.06.2018 and hence our year of operations started from Financial year 2018-19 and onwards.</p> <p>c) As per relaxation on experience & Turnover mentioned on Page number 22 Annexure-C for Start-ups, can we apply and get exemption from showing turnover in year 2017-18?</p> <p>d) Also please allow to consider Provisional CA certificate for financial year 2020-2021</p>	<p>The bidder will be exempted from furnishing turnover / IT Returns if they are MSME and submit relevant proof of MSME with the Bid Document.</p> <p>It is not allowed to provide Provisional CA certificate for financial year 2020-2021</p>
		Scope Of Work For Agency	5.26 & 7	Strategize and implement Search Engine Optimization for WCDC Bihar to increase leads.	<p>In Scope of Work SEO is mentioned. Since SEO is a separate work and requires a dedicated SEO Team of 2-3 manpower which is not mentioned in required manpower list. Please clarify whether SEO is part of Scope of work or not.</p> <p>If part of scope of work please mention SEO Manpower requirement in Manpower requirement list.</p>	As Per RFP
5	M/s Aakriti Promotions and Media Limited	Bid Security/ Earnest Money Deposit (EMD)	4.1 & 4	Bidders shall submit, along with their Bids, EMD of Rs 1,00,000 (Rupees One Lac only), in the form of a Demand Draft OR Bank Guarantee (in the format specified in Annexure E issued by any Scheduled/nationalized	WCDC to kindly provide EMD Exemption for valid MSME/StartUp Companies as per Govt. Procurement Norms.	The bidder will be exempted from paying for RFP document fee if the bidder is a MSME. The bidder will have to submit relevant proof of MSME with the Bid Document.

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#	Name Of Agency	RFP Document Reference(s)	Section & Page N.	Content of RFP requiring Clarification(s)	Points of clarification	Response By WCDC
				bank in favor of the Managing Director, Women Development Corporation		
		Scope Of Work For Agency	5.11 & 6	Live Coverage of the Event: Perform live coverage of select events through Live Tweeting, Facebook posts/live of the Event at various social media platforms of WCDC.	a) WCDC to clarify the approximate number of events that need to be covered Live on select platforms in the duration of the contract period b) WCDC to also clarify the locations of these events. c) WCDC to kindly provide detailed clarifications on these points as Agencies would need to ascertain cost implications of executing this specific mandate d) Will WCDC reimburse travel, lodging and other costs on actuals if the events are conducted in other locations other than Patna?	Approximate no.s of events will be as per requirement. WCDC will reimburse travel, lodging and other costs on as per the rules of WCDC.
		Scope Of Work For Agency	5.19 & 7	Prepare Branding Strategy for various policies of WCDC Bihar	a) WCDC to clarify if online Branding Strategy has to be provided? b) WCDC to kindly elaborate on this requirement	The bidder will prepare online branding strategy as per the policies of WCDC.
		Scope Of Work For Agency	5.24 & 7	The agency has to obtain the verified stamp on all official channels/accounts of WCDC as per guidelines and recommended process by social media platforms to successfully conduct the activity.	a) Allocating a verified badge is the sole discretion of the respective platform b) Within the applicable and governing norms Agency would not be able to guarantee obtaining a verified badge c) Agency can merely facilitate communication between the WCDC Dept. and the respective Platform d) WCDC to clarify on	As per RFP

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#	Name Of Agency	RFP Document Reference(s)	Section & Page N.	Content of RFP requiring Clarification(s)	Points of clarification	Response By WCDC
					these aspects	
		Scope Of Work For Agency	5.26 & 7	Strategize and implement Search Engine Optimization for WCDC Bihar to increase leads.	<p>WCDC to kindly clarify on the following;</p> <ul style="list-style-type: none"> o What does the Dept. consider as Leads? o Is a current Sales CRM to manage such Leads? o How WCDC measure conversions & success does, is there an existing methodology? o Are there any kinds of monetary transactions involved after the successful generation of Leads? <p>· Lead generation is an inorganic/paid function WCDC to kindly specify if these would be paid for separately, if not WCDC to detail out Lead Generation Expectations (SLA's or KPI's) that would provide an Agency better understanding of the mandate as well as ascertain cost/budget implications</p>	<p>Leads here means reaching to Citizen. There is no monetary gain involved in this.</p>
		Scope Of Work For Agency	5.27 & 7	A board estimated number of minimum creative expected (Subject no. of event per month) to be developed by the agency is provided below as reference: f) Long-form content or articles: 48 / year (for publishing across social media and websites)	<p>· WCDC to kindly clarify approximate number of words the article length is expected to be as well as the language/s they need to be developed in.</p>	<p>Long article means article with the length of what is published as Central Article on a newspaper Editorial Page – Approx 1000 words or a full 2 page spread.</p>

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#	Name Of Agency	RFP Document Reference(s)	Section & Page N.	Content of RFP requiring Clarification(s)	Points of clarification	Response By WDC
		Scope Of Work For Agency	5.41 & 10	A board estimated number of minimum creative expected (Subject no. of event per month) to be developed by the agency is provided below as reference: f) Long-form content or articles: 48 / year (for publishing across social media and websites)	<p>This is a specific Public Relations mandate that has been included</p> <ul style="list-style-type: none"> · This mandate requires select type of skill sets such as media networks, knowledge of PR expertise in public affairs among others · WDC to kindly provide detailed scope for this Public Relations mandate that details out the scope, expectations, deliverables and KPI's · WDC may kindly exclude this Public Relation mandate from the Social Media RFP 	As per RFP
		Eligibility Criteria For Selection Of Social Media Agency Technical Bid	6.4 & 12 Annexure C & 22	The turnover of the agency in the area of Reputation management services including social media marketing services should be over Rs.25.00 lakhs. (For 2017-18, 2018-19 & 2019-20)	<p>WDC being a critical Govt. Dept. must look at engaging a specialised Agency that has undertaken relevant PSU/Govt. work in the past and has the expertise, resources and wherewithal to seamlessly execute the mandate · WDC should increase the turnover criteria between a minimum 2- 4Crores so as to attract Agencies of repute and quality that would enable to deliver the mandate judiciously</p>	As per RFP

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#	Name Of Agency	RFP Document Reference(s)	Section & Page N.	Content of RFP requiring Clarification(s)	Points of clarification	Response By WCDC
6	New Field Advertsising	A) Bid Security/ Earnest Money Deposit (EMD) B) Eligibility Criteria For Selection Of Social Media Agency	a) 4.1 & 4 b) 6.1 & 12	a) Bidders shall submit, along with their Bids, EMD of Rs 1,00,000 (Rupees One Lac only), in the form of a Demand Draft OR Bank Guarantee (in the format specified in Annexure E issued by any Scheduled/nationalized bank in favor of the Managing Director, Women Development Corporation b) If Bidder registered in India under MSME or Startup India. (MSME and Startup Relaxation will be given to the bidders)	Does this mean the MSME firms are exempt from furnishing the EMD as is the norm?	Please refer to corrigendum
7	Prabhatam Advertising Pvt Ltd	Bid Security/ Earnest Money Deposit (EMD)	4.1 & 4	Bidders shall submit, along with their Bids, EMD of Rs 1,00,000 (Rupees One Lac only), in the form of a Demand Draft OR Bank Guarantee (in the format specified in Annexure E issued by any Scheduled/nationalized bank in favor of the Managing Director, Women Development Corporation	Requesting For RMD Exemption, AS per Rule 170 of General Financial Rules (GFRs) 2017, Micro and Small Enterprises (MSE, and the firms registered with concerned Ministries/ Departments are exempted from submission of Bid Security" and also mentioned in the same point that in lieu of Bid Security, Ministries/ Departments may ask bidders to sign "Bid Security Declaration" meaning thereby that we as MSME organization (Copy enclosed) are exempted from submission of Earnest Money Deposit (EMD)/ Bid Security.	Please refer to Corrigendum

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#	Name Of Agency	RFP Document Reference(s)	Section & Page N.	Content of RFP requiring Clarification(s)	Points of clarification	Response By WDCD
8	Vermillion Communications Pvt Ltd	Bid Security/ Earnest Money Deposit (EMD)	4.1 & 4	Bidders shall submit, along with their Bids, EMD of Rs 1,00,000 (Rupees One Lac only), in the form of a Demand Draft OR Bank Guarantee (in the format specified in Annexure E issued by any Scheduled/nationalized bank in favor of the Managing Director, Women Development Corporation	We are registered with MSME and as per Govt order 2012, MSME registered agency is having exception from paying earnest money, supporting document Attached.	Please refer to Corrigendum.
		Eligibility Criteria For Selection Of Social Media Agency	6.10 & 13	The bidder should have prior experience of having executed or executing at least 2 assignments in Digital PR and/ or social Media/ Branding activity for any State Government/central Government/State PSU.	Our request is to count experience of big corporate Company,s/ brands as they are more demanding and do more complex and large format digital campaigns. So agency need more experience and better infrastructure.	Please refer Corrigendum
9	Promodome Digital LLP	Eligibility Criteria For Selection Of Social Media Agency	6.4 & 12	The turnover of the agency in the area of Reputation management services including social media marketing services should be over Rs.25.00 lakhs. (For 2017-18, 2018-19 & 2019-20)	We have a turnover greater then 2 crores but for the financial year 2020-2021 as our company was incorporated in July 2020. Grant us Exemptions	The bidder will be exempted from furnishing turnover / IT Returns if they are MSME and submit relevant proof of MSME with the Bid Document.
		Eligibility Criteria For Selection Of Social Media Agency	6.6 & 12	IT Return for three consecutive financial years. (For 2017-18, 2018-19 & 2019-20)	We have a turnover greater then 2 crores but for the financial year 2020-2021 as our company was incorporated in July 2020. Grant us Exemptions	The bidder will be exempted from furnishing turnover / IT Returns if they are MSME and submit relevant proof of MSME with the Bid Document.
		Eligibility Criteria For Selection Of Social Media Agency	6.10 & 13	The bidder should have prior experience of having executed or executing at least 2 assignments in Digital PR and/ or social Media/ Branding activity for any State Government/central Government/State PSU.	We have successfully executed multiple projects into the corporate sector. Grant us Exemptions	Please refer Corrigendum

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REQUEST FOR PROPOSAL FOR SELECTION OF SOCIAL MEDIA AGENCY

Corrigendum #1

Date -09/08/2021

The following changes to the Request for Proposal and clarifications are provided based on questions received and must be added/considered when completing your submittal: Acknowledgement of receipt of this CORRIGENDUM is required in the Statement of Proposal cover page. Please clearly note the addendum date and number.

S. No.	RFP Reference	Original Clause	Amended Clause
1.	Eligibility Criteria For Selection Of Social Media Agency Section 6.10 & 13	The bidder should have prior experience of having executed or executing at least 2 assignments in Digital PR and/ or social Media/ Branding activity for any State Government/central Government/State PSU.	The bidder should have prior experience of having executed or executing at least 2 assignments in Digital PR and/ or social Media/ Branding activity for any State Government/central Government/State PSU/ Big Corporate Company's/Brands
2.	Eligibility Criteria For Selection Of Social Media Agency Section 6.4 & 12	Financial Worth -The turnover of the agency in the area of Reputation management services including social media marketing services should be over Rs.25.00 lakhs. (For 2017-18, 2018-19 & 2019-20)	Financial Worth -The turnover of the agency in the area of Reputation management services including social media marketing services should be over Rs.25.00 lakhs. (For 2017-18, 2018-19 & 2019-20) The bidder will be exempted from furnishing turnover / IT Returns if they are MSME and submit relevant proof of MSME with the Bid Document.
3.	Eligibility Criteria For Selection Of Social Media Agency Section 6.6 & 12	IT Return: IT Return for three consecutive financial years. (For 2017-18, 2018-19 & 2019-20)	IT Return: IT Return for three consecutive financial years. (For 2017-18, 2018-19 & 2019-20) The bidder will be exempted from furnishing turnover / IT Returns if they are MSME and submit relevant proof of MSME with the Bid Document.
4.	A) Bid Security/ Earnest Money Deposit (EMD) B) Eligibility Criteria For Selection Of Social Media Agency a) 4.1 & 4 b) 6.1 & 12	a) Bidders shall submit, along with their Bids, EMD of Rs 1,00,000 (Rupees One Lac only), in the form of a Demand Draft OR Bank Guarantee (in the format specified in Annexure E issued by any Scheduled/nationalized bank in favor of the Managing Director, Women Development Corporation b) If Bidder registered in India under MSME or Startup India. (MSME and Startup Relaxation will be given to the bidders)	The bidder will be exempted from paying for RFP document fee& EMD if the bidder is a MSME. The bidder will have to submit relevant proof of MSME with the Bid Document.

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