

"Request for Proposal for Engagement of Agency for Digital Media Management"  
 Notice Inviting Tender (NIT): 1097/MPTB/Publicity/2021  
 Tender ID: 2021\_MPTB\_132124 Bhopal, Dated: 01/03/2021

Pre-Bid Meeting Queries and Response							
Sl. No.	Page No.	Clause No.	Clause heading	Clause for which Query/ Clarification sought	Query / Clarification sought	Suggestion	Response by the authority
1	9	1.1	Fact Sheet	Cost of Bid document - INR 2000.00 (non-refundable) + e- procurement portal fees	Cost of Bid document - INR 2000.00 (non-refundable) + e- procurement portal fees	We request you to consider exemption for registered MSME bidders. - <b>M/s Crayons Advertising Pvt. Ltd.</b> Request exemption from Tender Document Fee: As per the GFR 2017 , Rule 170, the MSME registered entities are exempted from the Tender Fee payment to State/ Central Govt. Request exemption for MSME registered entities from Tender Fee - <b>M/s TSD Corporation Ltd.</b>	accepted
2	9	1.1	Fact Sheet	Earnest Money Deposit - INR 2,00,000.00 (Two Lacs only) to be paid online.	Earnest Money Deposit - INR 2,00,000.00 (Two Lacs only) to be paid online.	<b>M/s Crayons Advertising Pvt. Ltd.</b> Request exemption from EMD: As per the GFR 2017 , Rule 170, the MSME registered entities are exempted from the EMD payment to State/ Central Govt. Request exemption for MSME registered entities from EMD - <b>M/s TSD Corporation Ltd.</b>	Accepted
3	16	4.1.2	Pre-Qualification Criteria	The Agency should have an average turnover of Rs. 10 Crore during the last three financial years (i.e 2017-18, 2018-19 & 2019-20). The agency should have positive Net worth as on 31/03/2020	As per Office memorandum no.: NO.F.20/2/2014-PPD dated 25 <sup>th</sup> Jul, 2014 issued by the central Ministry, – Clause – 2: All the Central Ministries/Depts./Central Public Sector undertaking (CPSUs) may relax condition of prior turnover and prior experience with respect of Micro & Small Enterprises (MSEs) in all public Procurements Clause – 3: All the Central Ministries/Depts. may relax condition prior turnover and prior experience in Public procurement to all the <del>starting 8 MSME's</del>	We request kindly relax the pre-qualification criteria for MSME's & Starups - <b>M/s Tellme Digiinfotech Private Limited</b>	Not Accepted
					IN POINT NO. 2, THE AVERAGE TURNOVER SOUGHT BEING INR 10 CRORES DURING THE LAST THREE FINANCIAL YEARS, CAN INDICATE THAT THE DIGITAL MEDIA MARKETING AGENCY IS BUYING MEDIA FOR THE CLIENT AND HENCE THE GROSS BILLING CAN REFLECT INR 10 CRORES BUT THE REVENUE BY MEANS OF THE AGENCY FEE AT 15% TO 20% WOULD ONLY AMOUNT TO INR 2 CR.	BEING A HI- IMPACT DIGITAL MARKETING BOUTIQUE AGENCY THAT REFLECTS ONLY THE FEE AS THE REVENUE /TURNOVER MINUS THE MEDIA BUY, HAVING A CRITERIA OF INR 2 CRORES WOULD BE EQUIVALENT TO THE INR 10 CRORES PRE-REQUISITE. HENCE, CAN THE PRE- QUALIFICATION CRITERIA BE AMMENDED TO AN AVERAGE TURNOVER OF 2 CRORES OVER THE LAST 3 YEARS IF IT IS A REFLECTION OF ONLY FEE WITHOUT MEDIA BUYING. - <b>M/s Stratforward Marketing Consulting Services Private Ltd.</b>	please refer corrigendum
4	16	4.1.1	Pre-Qualification Criteria	The bidder should be registered under Companies Act 1956/ 2013 and must have been in operation for a minimum period of five years as on 1st April 2020.	The bidder should be registered under Companies Act 1956/ 2013 and must have been in operation for a minimum period of five years as on 1st April 2020.	Seeking relaxation in operation period. - <b>M/s Yaap Digital Pvt.Ltd.</b>	Not accepted

					Please note that in India the organisations can be legally formed as a proprietorship, partnership, private limited, LLP and limited companies. Only private limited and limited firms are registered under Companies Act. Other kind of legal entities are incorporated under Partnership Act, societies act, shops and establishment act etc.	It is requested to allow firms with any form of legal incorporation status like proprietorship, partnership, private limited, LLP, limited companies etc. to apply. It is also requested to allow agencies to submit CA certificate / partnership deed/ certificate of incorporation / certificate of registration /trade license or any such relevant document as proof of status of legal entity. - <b>M/s Span Communications</b>	Not Accepted
5	16	4.1.3	Pre-Qualification Criteria	The agency must have at least five years of experience in Digital Media Management and must have undertaken projects in government, PSU or leading Private organisations.	The central government has issued a memorandum to promote participation of MSMEs and startups in rendering services. As per Office memorandum no.: NO.F.20/2/2014-PPD dated 25th Jul, 2014 Clause – 2: All the Central Ministries/Depts./Central Public Sector undertaking (CPSUs) may relax condition of prior turnover and prior experience with respect of Micro & Small Enterprises (MSEs) in all public Procurements Clause – 3: All the Central Ministries/Depts. may relax condition prior turnover and prior experience in Public procurement to all the startups & MSME's. As a progressive State Govt., the document may be taken on record and allow the MSMEs and startups' like us to participate in the tender	We request kindly relax the pre-qualification criteria for MSME's & Starups - <b>M/s Tellme Digiinfotech</b>	Not accepted
6	17	4.2	Technical Evaluation Criteria	Point 2: Average annual turnover for the last three financial years (2017-18, 2018-19 & 2019-20). (4 marks for minimum 10 Cr and 4 marks each for additional turnover of Rs 10 Cr each up to maximum of 20 marks)	Considering that Digital Media is a specialized field and few companies will be able to match the criteria for the high turnover . Request Update in the Current marking for Average Annual Turnover As per RFP : Average annual turnover for the last three financial years (2017-18, 2018-19 & 2019-20). (4 marks for minimum 10 Cr and 4 marks each for additional turnover of Rs 10 Cr each up to maximum of 20 marks)	Suggested/ Proposed Average annual turnover from Social/ Digital Media for the last three financial years (2017-18, 2018-19 & 2019-20). (10 marks for minimum 10 Cr and 2 marks each for additional turnover of Rs 1 Cr each up to maximum of 20 marks) - <b>M/s TSD Corporation Ltd.</b>	accepted, please refer corrigendum

7	17	4.2	Technical Evaluation Criteria	Point 3 : Digital and Social Media Management projects worth 2 Cr undertaken for Government / PSUs / Private Sector in the last 3 years. (Maximum of 4 projects will be considered for this RFP) • If the project is related to tourism then 5 marks would be awarded for each project. • If the project is a non- tourism project then 4 marks would be awarded for each project	Point 3 : Digital and Social Media Management projects worth 2 Cr undertaken for Government / PSUs / Private Sector in the last 3 years. (Maximum of 4 projects will be considered for this RFP) • If the project is related to tourism then 5 marks would be awarded for each project. • If the project is a non- tourism project then 4 marks would be awarded for each project.	Will you consider projects done in last 3 financial year or last 3 years from due date of submission.We also request you to give equal weightage to projects done for non-tourism clients and relax the project value to Rs. 1 Cr. for better participation. - <b>M/s Crayons Advertising Pvt. Ltd.</b>	please refer corrigendum
					Considering the Social and Digital Media Projects are normally not very high value projects , the 2 Crore per project benchmark is higher and not many companies shall be able to compete in the same . Request update in the Current Marking for Project Executed Value .	Suggested/ Proposed: Digital and Social Media Management projects worth Rs. 50 Lacs undertaken for Government / PSUs / Private Sector in the last 3 years. (Maximum of 4 projects will be considered for this RFP) • If the project is related to tourism then 5 marks would be awarded for each project. • If the project is a non- tourism project then 4 marks would be awarded for each project. • If the Project Value is Rs. 2 Crore, then 5 marks would be awarded for each project - <b>M/s TSD Corporation Ltd.</b>	please refer corrigendum
8	17	4.2	Technical Evaluation Criteria	Point 4: National / International Awards won in Digital and Social Media Management for the projects undertaken by the company (2 mark for each National / International Award for a maximum of 10 Marks)	Point 4: National / International Awards won in Digital and Social Media Management for the projects undertaken by the company (2 mark for each National / International Award for a maximum of	We request you to also consider awards won at in Creative, films and media at national/international level. - <b>M/s Crayons Advertising Ltd.</b>	please refer corrigendum
					Considering the field of Digital/ Social Media is specialized and many campaigns executed for Government Organizations cannot be used for Awards and also there are no authorized awards in this category. Request you to remove this point:	Empanelments with renowned Government Agencies can be considered for the evaluation criteria . Proposed / Suggested :Empanelment with Government Orgnizations : 4 Marks for each category of empanelment , maximum of 10 marks. - <b>M/s TSD Corporation Ltd.</b>	Not accepted
					IN POINT NO. 3, REGARDING DIGITAL AND SOCIAL MEDIA PROJECTS WORTH 2 CRORES UNDERTAKEN FOR GOVERNMANET/PSU'S/PRIVATE SECTOR IN THE	CAN WE ALSO ADD MULTI-NATIONAL/GLOBAL BRAND EXPEREINCE? - <b>M/s Stratforward Marketing Consulting Services Pvt. Ltd.</b>	accepted
9	17	4.2	Technical Evaluation Criteria	Point 5: Presentation	Point 5: Presentation	Do we need to upload presentation along with bid document at e-tender portal. - <b>M/s Crayons Advertising Ltd.</b>	No
					Point 5: Presentation (Proposed Team Composition), Can we suggest additional man power?	As manpower requirement has limited resources listed. We might need to propose additional manpower for smooth functioning of process. - <b>M/s Crayons Advertising Ltd.</b>	to be decided with sucessful bidder
					IN POINT NO. 5, ABOUT THE SCORE FOR THE PRESENTATION, GIVEN THAT IT IS THE REFLECTION OF THE MARKETING AND COMMUNICATION STRATEGY THROUGH DIGITAL MEDIA THAT IS CRITICAL FOR THE SUCCESS OF MP TOURISM BRAND	CAN THIS SCORE BE REVISED TO 50 MARKS AND THEREFORE THE 4 OTHER CRITERA IN THIS SECTION IS ASSIGNED TO 12.5 MARKS INSTEAD OF 20 MARKS?- <b>M/s Stratforward Marketing Consulting Services Pvt. Ltd.</b>	Not accepted
					Presentation	As we understand, presentation will happen later and it is not to be submitted along with the bid. Kindly confirm. - <b>M/s Span Communications</b>	presentaion date will be inform to the technically qualified bidders

10	18	4.3	Commercial Bid Evaluation	After the 3 year contract period, the contract can be further extended for a period of 2 years on "per year basis" as per the recommendation received by the appointed committee for evaluation of performance of the appointed agency, at a maximum increment of 10% per year on the agreed rates on similar terms and condition, on a mutually agreeable basis.	be further extended for a period of 2 years on "per year basis" as per the recommendation received by the appointed committee for evaluation of performance of the appointed agency, at a maximum increment of 10% per year on the agreed rates on similar terms and condition, on a mutually agreeable basis. Clarification / Update Required: <b>10% increment per year is during the Contract period and extension period .</b>	Considering the long period of the contract, we request you consider a 10% increase in the rate of on yearly basis during the contract and extension period to enable a proper increment / appraisal structure for the resources and team being deployed for the project. - <b>M/s TSD Corporation Ltd.</b>	Not accepted
11	19 (47)	5.2	EMD	Section 6: Earnest money deposit (Bid Security) and validity		Is MSME's & Startups exempted for submitting EMD and bid security fees. M/s Yaap Digital Private Limited	accepted
12	23	7.1	Scope of Work - Online Reputation Management & Social Listening	1.1.3. Online Reputation Management of Madhya Pradesh Tourism Brand in Digital & Social Space. (Providing appropriate response for social media handles of Madhya Pradesh Tourism and other related platforms as per requirement from time to time. )	Point 1.1.3 – ORM requires specific social listening and monitoring tool. It's a client specific setup and is for single use. Will department bear the cost for the same?	Request you to add it as an additional component in BOQ. <b>M/s Crayons Advertising Pvt. Ltd.</b>	successfull bidder bear the cost.
13	24	7.1	Scope of Work - Website maintenance	Maintenance of MP Tourism websites (www.mptourism.com, www.mpstdc.com and www.tourism.mp.gov.in) that includes Addition /Editing /Updation of content (text, images) and if required design template creation/ changing of templates.(Current websites www.mptourism.com and www.mpstdc.com are developed in PHP, HTML, CSS, JavaScript, MYSQL), Whereas www.tourism.mp.gov.in is developed in .net CMS).	Point 1.1.4 - Since MP Tourism and MPSTDC website are built in CSS, PHP and html, and tourism.mp.gov.in is built on platform .Net, These require two separate developer expert.	Request you to add additional man power for developer for.net expertise. - <b>M/s Crayons Advertising Pvt. Ltd.</b>	Not Accepted
14	24	7.1	Scope of Work	Search Engine Optimization - Search Engine Optimization of MP Tourism websites (www.mptourism.com, www.mpstdc.com and www.tourism.mp.gov.in ) & booking facility pages that will include both organic and Inorganic techniques. (Keywords analysis, promotion, link exchange, free & paid directory submissions, free & paid press releases).	Point 1.1.6- SEO requires paid tools for analysis and competition tracking. Will department bear the cost of paid SEO tools?	Request you to add it as an additional component in BOQ. <b>M/s Crayons Advertising Pvt. Ltd.</b>	successfull bidder bear the cost.

15	24	7.1	Planning and Media Buying for Digital Marketing	The agency shall may be responsible for planning and Media Buying for digital marketing throughout the tenure of agreement for all calendared events of MP Tourism and all campaign as planned; when required newly added events will also be the part of Media Buying Planning. Consultation should be provided by the agency for finding top media houses in specific genres, evaluating them and provide comparative chart for at least top 3 media agencies.		Request addition of Agency Fees as 12% of Media Buying as this activity shall be done by a separate Media buying team at Agency level . Also, advance of 50% of the approved Media buying budget shall be required for initiating the paid media campaign on digital / social media - <b>M/s TSD Corporation ltd.</b>	please refer corrigendum
					We are your media buying agency and as we understand, digital media buying is in the scope of work of media buying agencies, where the work is allocated on basis of competitive bidding. In view of same, kindly confirm work allocation criteria. Also, it is requested to delete digital media buying from the scope of work of digital media management agencies	It is requested to delete digital media buying from the scope of work of digital media management agencies. - <b>M/s Span Communications</b>	please refer corrigendum
16	25	7.2	Minimum Required Deliverables	Project Manager, Designer/ Web Developer, Executive – Social Media Management, Executive – ORM, Executive- SEO, Content Writer Nature of Deployment- Onsite	The List of key personnel required onsite and Responsibility Matrix	Developer and Designer are two separate experts. A developer can't do designer's work and vice versa. Request you to add designer as an additional manpower. - <b>M/s Crayons Advertising pvt. Ltd.</b>	Please refer corrigendum
					Key Personal Required	Considering the Scope of work of the project and the deliverables , we request you to add following categories of resources in the list and the price bid accordingly: 1. Graphic Designer - 5 Years + Experience 2. Video Editor - 5 Years + Experience 3. Hindi Content Writer- 5 Years + Experience - <b>M/s TSD Corporation Ltd</b>	Please refer corrigendum
					WITH REGARD TO KEY PERSONNEL REQUIRED ONSITE ANDRESPONSIBILITY MATRIX; TO ENSURE THAT THE BEST TALENT AND RESOURCES IRRESPECTIVE OF THE GEOPGRAPHY/LOCATION ARE ALLOCATED TO DELIVER MAXIMUM IMPACT AND OUTCOMES, WE SEE THAT 1 SENIOR CLIENT MANAGER IS CRITICAL ONSITE WHILE THE REST OF THE RESOURCES CAN BE LOCATED ANYWHERE,	CAN WE THEREFORE HAVE 1 SENIOR CLIENT MANAGER ONSITE AND THE BEST OF RESOURCES WILL BE DEPLOYED IRRESPECTIVE OF THE LOCATION THEY WORK FROM TO DELIVER RESULTS? - <b>M/s Stratforward Marketing Consulting Services Pvt. Ltd.</b>	Not accepted.
17	25	7.2	Manpower Profile	Manpower Profile - Social Media Management - Graduate in any field with good knowledge of handling social media with 2 years of experience of handling Social Media or related field experience.	Request Update in the Educational qualification and experience criteria to ensure quality deliverables and proper quote from the Bidding agencies - Designation - Executive Social media Management	Suggested / Proposed : Graduate in any field with good knowledge of handling social media with 5 years of experience of handling Social Media or related field experience.- <b>M/s TSD Corporation Ltd</b>	please refer corrigendum
18	25	7.2	Manpower Profile	Manpower Profile -SEO - Graduate in any field with good knowledge of SEO with 2 years of experience of the field .	Request Update in the Educational qualification and experience criteria to ensure quality deliverables and proper quote from the Bidding agencies - Designation- Executive SEO	Suggested / Proposed : Graduate in any field with good knowledge of SEO with 5 years of experience of the field. - <b>M/s TSD Corporation Ltd</b>	please refer corrigendum

19	25	7.2	Manpower Profile	Manpower Profile - Web Developer - Graduate in any field with knowledge of web development & creation & maintenance of website and Integrated dashboard.	Request Update in the Educational qualification and experience criteria to ensure quality deliverables and proper quote from the Bidding agencies -	Suggested / Proposed : Graduate in any field with 5 Years of experience in web development & creation. - <b>M/s TSD Corporation Ltd</b>	please refer corrigendum
20	25	7.2	Manpower Profile	Manpower Profile - Content Writer - Good command over English language and having a flair for writing on travel & tourism.	Request Update in the Educational qualification and experience criteria to ensure quality deliverables and proper quote from the Bidding agencies -	Suggested / Proposed : Good command over English language with 5 Years related experience and having a flair for writing on travel & tourism. - <b>M/s TSD Corporation Ltd</b>	please refer corrigendum
21	25	7.2	Manpower			Who will provide the office space , internet , seating , furniture , fixtures for the team. Request clarification. <b>M/s TSD Corporation Ltd</b>	Basic infrastructures i.e. office space , internet , seating , furniture , fixtures, electricity etc. shall be provided by the
22	25	7.2	Manpower			Who will provide the Hardware and software required for the team. Request clarification. <b>M/s TSD Corporation Ltd</b>	Basic infrastructures i.e. office space , internet , seating , furniture , fixtures, electricity etc. shall be provided by the
23	25	7.2	Manpower			The team will require Infrastructure / Setup / Tools / Licenses/ Subscription of the publishers for Media monitoring . Request clarification on the costing for the same. Whether the bidder need to consider the same in the bid or it shall be paid directly by Client as per actuals. Request Clarification. <b>M/s TSD Corporation Ltd</b>	Basic infrastructures i.e. office space , internet , seating , furniture , fixtures, electricity etc. shall be provided by the authority.
24	25	7.2	Manpower			As most of the work needs to be done by the team is online and getting the resources may be a challenge in Bhopal, can the bidder hire and place the resources in its other offices located outside of Bhopal. Request clarification. <b>M/s TSD Corporation Ltd</b>	Not accepted
25	28	7.3	Timelines for Integrated Dashboard	Submission of Project Plan/ Inception Report - T + 1		Submission of Project Plan / Inception Report - Considering the Scope of the project, we request you to update the time to completion to T+2 Weeks. <b>M/s TSD Corporation Ltd</b>	Not accepted
26	28-29	7.5.2	General Conditions	Bills will be raised by agency after quarterly review of digital campaign. Proper supporting as per requirement of the accounts departments is to be submitted by the agency along with the bills.	Bills will be raised by agency after quarterly review of digital campaign. Proper supporting as per requirement of the accounts departments is to be submitted by the agency along with the bills	We request you to change payment terms to monthly basis instead of quarterly payment. - <b>M/s Crayons Advertising Pvt. Ltd.</b> Request payment to be done on Monthly basis for the manpower / retainer fees as Quarterly payment is not suitable for the MSMEs for managin the cashflow - <b>M/s TSD Corporation Ltd.</b>	Not accepted
27	29	7.5.3	HR terms Conditions	1) Onsite resource employed should not leave the project before six months. 2) If any onsite resource leaves project, agency should provide 1 month advance notice to MPTB. Agency should provide replacement (with same experience and skill set) within 15 days of providing notice and also ensure that the new resource is up to the speed and is productive from day one.	1) Onsite resource employed should not leave the project before six months. 2) If any onsite resource leaves project, agency should provide 1 month advance notice to MPTB. Agency should provide replacement (with same experience and skill set) within 15 days of providing notice and also ensure that the new resource is up to the speed and is productive from day one.	We request you to consider update considering the scenarios not in the control of the agency like Resource leaving the project due to : Health Conditions Incapacity Any other conditions not in the control of the Agency . subject to equally or better qualified and experienced personnel being provided to the satisfaction of the client. <b>M/s TSD Corporation Ltd</b>	please refer point no 7.5.3 of the RFP

28	29	7.5.4	Digital Media Conditions	All posts and queries received between 8am to 8pm should be replied with 30 minutes.	All posts and queries received between 8am to 8pm should be replied with 30 minutes. (if the process follows department's working schedule, the TAT will always be high).	Request you to consider setting up command centre with additional man power for operating the process smoothly in shifts 7 days a week. <b>M/s Crayons Advertising Pvt. Ltd.</b>	Not accepted
29	36	10.1.16	Bid Security / EMD	The bidder shall furnish a bid security (EMD) as stated in the fact sheet section 1.1 (b)	As per clause 10 of the Public Procurement for Micro and Small Enterprises (MSEs) Order 2012 – Reduction in transaction cost - % to reduce transaction cost of doing business. Micro and Small Enterprises (MSEs) shall be facilitated by providing them tender sets free of cost, exempting MSEs from Payment of earnest money.	Request you to kindly exempt the MSEs to pay the EMD - <b>M/s Tellme Digiinfotech</b>	accepted
30	37	10.1.17	Performance Security	This Performance Security of INR 10% of the Bid Amount, in favour of MD, MPTB payable at Bhopal.	This Performance Security of INR 10% of the Bid Amount, in favour of MD, MPTB payable at Bhopal.	We request you to consider the Performance Security of 5% of the Bid Amount considering the provisions of the GFR 2017. <b>M/s TSD Corporation Ltd</b>	Not accepted
31	38	10.1.19	Payments	The MPTB shall pay all invoices within 60 days from the date of receipt of verified invoice.	The MPTB shall pay all invoices within 60 days from the date of receipt of verified invoice.		subject to payment of GST and filing of returns.
32				Consortium participation	Their no provision for participation in n consortium. There is an advantage as the expertise and the requirement can come from very experienced small units which can bring innovation and also contribute to the new ideas.	Request you to kindly allow the participation in consortium for efficient services for the promotion of Madhya Pradesh Tourism Development - <b>M/s Tellme Digiinfotech Private Limited</b>	Not accepted
33				Media	The digital promotion mainly depends on the creation of media and we did not find any requirement in the assignment . Creation of media with the futuristic objective of promotion, including creation of media in 360 degree photography for virtual reality enablement are not available in the tender document specs	Requested to include the media requirements in the RFP documents for digital promotion - <b>M/s Tellme Digiinfotech Private Limited</b>	will be share with successful bidder.
34						The only question we have is, is it a compulsion to have an on-site team or there is a possibility of working remotely from offices other than in MP? - <b>M/s Ogilvy</b>	yes in bhopal only.

35						<p>Q1 : How will we measure success of the campaign. Will it be on reach or any other metric.</p> <p>Q2 : What will be the landing page of the campaign?</p> <p>Q3 : Do we have to use any 3rd party ad-serving mechanism ?</p> <p>Q4 : What consolidated reporting dashboard tools have you used in the past</p> <p>Q5 : Do you have access to any 1st party data that we can use to create custom audience segments</p> <p>Q6 : What assets will be made available and duration of these assets - <b>M/s Havasmedia.com</b></p>	will share with successful bidder.
36					Onsite location	Just one query, what is the "onsite" llocation for resource allocation	bhopal















