

## Response to the Pre-bid Queries

**Selection of Service Provider for Social Media Agency for Department of Science and Technology, Gandhinagar, Govt. of Gujarat (Tender No: GEM/2022/B/2297243)**

Sr. No	Tender Reference		Query/Clarification/Suggestions from the Venders	Response to the Pre-bid Queries
	Page No./Section No./ Clause No.	Tender Description		
1	SECTION 2: INSTRUCTIONS TO BIDDERS A. INTRODUCTION 9) Earnest Money Deposited (EMD)	The bidder shall furnish, as part of its bid, an Earnest Money Deposit in the form of Demand Draft OR in the form of an unconditional Bank Guarantee (which should be valid for 9 months from the last date of bid submission) of any Nationalized Bank including the public sector bank or Private Sector Banks or Commercial Banks or Co-Operative Banks and Rural Banks (operating in India having branch at Ahmedabad/ Gandhinagar) as per the G.R. no. EMD/10/2021/7729/DMO dated 28.06.2021 or further instruction issued by Finance department time to time; in the name of "Gujarat Informatics Ltd." payable at Gandhinagar (as per prescribed format given) and must be submitted along with the covering letter. OR Bidders can also submit the EMD with Payment Online through RTGS/internet banking in Beneficiary name Gujarat Informatics Ltd., Account No. 50100247366022, IFSC Code HDFC0000190, Bank Name HDFC Bank Ltd. Branch address Sector-16, Gandhinagar Branch.	As per amendment to Rule 170 (i) of General financial Rule (GFR), 2017. It states that MSMEs or companies registered with the central purchase organization or the concerned ministry or department or startups as recognized by DIPP are exempted from submission of Bid Security. We request you to kindly waive off the EMD for MSME registered companies. Copy of amendment to Rule 170 (i) of General financial Rule (GFR), 2017 is attached for your reference.	As per RFP
2	SECTION 3: GENERAL CONDITION CONTRACT Page #21	21) Contract Period a) The contract period will be of 3 years. However, the Department will take the review on all the activities carried out, performance reports submitted by the bidder after the completion of 1 year and extend for next 1 year till maximum 2 years with 7% annual increment. The SP agrees that in any case SP shall not terminate the contract. However, the department reserves a right to terminate the contract by sending an advance notice to the bidder in the events of non-performance, security violations and non-compliance.	1. Generally the yearly increment for any project specially resource based project is 10% and which is also an industry standard therefore we request you to please consider 10% yearly increments in rates as against 7%.	10% increment increment will be considered yearly after one year.

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3	SECTION 4: SCOPE OF WORK Background Page #22	DST has following organizations: 1. Directorate of ICT & E-Governance, 2. Gujarat Informatics Limited 3. Gujarat Council of Science City 4. Gujarat Council on Science and Technology 5. Gujarat State Bio-Technology Mission 6. Gujarat Biotechnology Research Centre 7. Gujarat Biotechnology University 8. Gujarat Fibre Grid Network Limited 9. Institute of Seismological Research	1. There are total 9 organizations under DST. Do you want Social Media Management for all these 9 organizations and for DST as well? 2. Approximately how many users (from DST and other organizations under it) will be monitoring or accessing reports?	1. Yes 2. Approx 30 user ( minimum 3 from Each Organisation)
4	SECTION 4: SCOPE OF WORK Page #22	Management of Social Media Platforms: The agency shall exclusively handle Facebook, Twitter, Instagram, YouTube, Google and other Media accounts of the Department of Science and Technology.	1. We would like to know that total how many number of handles (social media platforms) of DST and 9 organizations under it are to be managed by the successful vendor? If you can provide a comprehensive list, it will be a great help.	Each organisation may have social Media handler for each platform
5	SECTION 4: SCOPE OF WORK Page #22	Daily informative and promotional postings ii. Daily informative and promotional postings. This includes creating, uploading of pictures, videos, interactive content, trivia, organize online survey, comments, stories, articles, audios, quizzes etc. based on the input received from officials of DST. In addition to this, the agency also needs to monitor the news/govt. notifications/campaigns/ blogs/agendas which are in direct or indirect relation to any sub-departments of DST as mentioned in the background. (Number of posts may increase in case of special events days or weeks of the department) iii. Motion pictures/animation clips, content/scriptwriting (as and when required by the department) to be developed and posted on a social media platform.	1. We assume that raw content for all these posts will be provided by the department. Please confirm. 2. Average how many posts (of different types as is stated under #ii & #iii pictures, videos, interactive content, trivia, organize online survey, comments, stories, articles, audios, quizzes) in total per day need to be created and posted by the successful vendor? 3. Approximately how many pages of content writing work is envisaged in a day?	1. Raw content will be provided by the Department. 2. Each organization may have Approx 2-3 post in week. 3. Each organization may have Approx 2-3 article in week.

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6	SECTION 4: SCOPE OF WORK Page #23	iv. Comments/Feedback handling is an important part of the scope of work. Comments positive/negative should be carefully handled on a social media platform and prompt reply either by mail, phone, etc. has to be provided instantly in consultation with officials of DST.	1. What is the expected SLA for comments / feedback handling? 2. What will be the approval workflow for posting comments / feedback?	1. Bidder has to reply/respond for the comment/feedback within 1 hrs after confirmation of the Competant Authority. 2. Workflow will be shared during the requirement gathering
7	SECTION 4: SCOPE OF WORK Page #23	xi. Manage live events on Facebook, Twitter, youtube and whenever possible on Instagram.	1. We assume that required hardware for making live event will be provided by the department. Please confirm.	Agreed
8	SECTION 4: SCOPE OF WORK Page #25	Team Engagement: The bidder shall deploy a team of 3 professionals for this project. The Project coordinator other two designers would be stationed at DST/GIL full time for the entire duration of the work contract. The deployed team must be facilitated with required hardware such as Laptop, computer and software.	1. How may leaves per month are permissible for each onsite resoruce deployed?	One leave each month will be allowed
9	Pre-Qualification Criteria 2 (a) (1)	Bidder Should be Company registered under Companies Act 1956/2013 and Registered under the Service Tax Act and must have 5 years of existence in India as on bid submission date  Certificate of Registration Copy of the work order/agreement/client certifications.	Please note that in India, the firms operate under various legal entities – Proprietorship, partnership (registered under Indian Partnership Act 1932), LLP (Indian partnership Act 2008), Indian Companies Act 1956.  Allowing only the Company registered under Companies Act 1956/2013 will restrict	Allowed