

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.	Point 1: (Page No.7)	<p>Eligibility Criteria:</p> <p>III.</p> <p>The Bidder should have an annual turnover from Social Media Services during each of the last three financial years in India of at least Rs. 1crores Or cumulative turnover of 4croresfor last 3 financial years. (2018-19, 2019-20,2020-21,2021-22). Audited and Certified Balance Sheet & Profit/Loss Account of the last 3 Financial Years.</p>	<ol style="list-style-type: none"> 1. Social Media Agencies are dependent on market conditions. Organizations spend on social media to increase sales and traction. During the pandemic, many agencies were hit by these market fluctuations, so turnover growth expected achieved was much lesser than expected. Keeping 4 crores for last year is much high for any focused social media agency (here, some companies who also give IT services, can achieve this). Request you to keep the bar to 3 crores for the last 3 financial years. 2. Also, 2021-22 return audit shall be pending for most of the organization. So, request you to mention that 2021-22 can be CA certified balance sheet. To reiterate, 4 crores would make all quality social media agencies ineligible. 	<ol style="list-style-type: none"> 1. The bidder should have an annual turnover from Social Media Services during each of the last three financial years in India of at least Rs. 1 crores or cumulative turnover of 3 crores for last 4 financial years. (2018-19, 2019-20,2020-21,2021-22). Audited and Certified 2. CA certificated balance sheet will allowed for the year 2021-22.

3.	Point 2 (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.	4. Other media accounts will make this requirement unambiguous. Request you to mention the name of social media account. Ideally, it should be, Management of Social Media Platform of DST (1 brand) - Facebook Page, Twitter Handle, Instagram Business Profile & YouTube Brand Channel.	Each organisation may have social Media handler for each platform, like Facebook, Twitter, Instagram, YouTube.																		
5.	Point 3 (Page 25)	<table border="1" data-bbox="478 509 846 824"> <thead> <tr> <th>S.No.</th> <th>Role</th> <th>Qualification</th> <th>No. of Onsite Resource</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Project Coordinator</td> <td> <ul style="list-style-type: none"> Master degree in Mass/Media Communication /Marketing from recognized University Minimum 7 Years of experience in Digital and social media Marketing field </td> <td>1</td> </tr> <tr> <td>2</td> <td>Social Media experts</td> <td> <ul style="list-style-type: none"> Degree in Graphic Designing Animation Experience of Designers: 4+years in designing infographics, banners, social media contents etc. </td> <td>2</td> </tr> </tbody> </table>	S.No.	Role	Qualification	No. of Onsite Resource	1	Project Coordinator	<ul style="list-style-type: none"> Master degree in Mass/Media Communication /Marketing from recognized University Minimum 7 Years of experience in Digital and social media Marketing field 	1	2	Social Media experts	<ul style="list-style-type: none"> Degree in Graphic Designing Animation Experience of Designers: 4+years in designing infographics, banners, social media contents etc. 	2	<p>1. Social Media Industry started in 2014, before that all Internet Marketing Professionals were focused on SEO and Google Ads. Expecting experience of 7 years would make experts out of the eligibility. Request you to keep the requirement as per the table 1.</p> <p>Table 1:</p> <table border="1" data-bbox="930 764 1497 1143"> <thead> <tr> <th>Role</th> <th>Qualification</th> <th>No of onsite resource</th> </tr> </thead> <tbody> <tr> <td>Project Coordinator</td> <td> <ul style="list-style-type: none"> Bachelor/Masters in Marketing/Business. Minimum 3 years of client servicing experience. </td> <td>1</td> </tr> </tbody> </table> <p>2. Graphic designers keep on changing jobs and attrition in this industry is very high. Creative people like graphic designer love to work in a creative environment only. So, for this project, the most important person is Project Coordinator, who has experience in</p>	Role	Qualification	No of onsite resource	Project Coordinator	<ul style="list-style-type: none"> Bachelor/Masters in Marketing/Business. Minimum 3 years of client servicing experience. 	1	As per RFP
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			<p>Client Servicing. He should be able to coordinate with multiple stakeholders and refine the requirement and share it with off-site team members like Social Media Managers, Copywriters and Graphic Designers. Please find below table 1 and table 2 for the same</p> <table border="1"> <thead> <tr> <th>Role</th> <th>Qualification</th> <th>No of offsite resource</th> </tr> </thead> <tbody> <tr> <td>Social Media Manager</td> <td> <ul style="list-style-type: none"> Minimum 2 years of experience in Social Media Management </td> <td>2</td> </tr> <tr> <td>CopyWriter</td> <td> <ul style="list-style-type: none"> Minimum 2 years of experience in copywriting </td> <td>1</td> </tr> <tr> <td>Graphic Designer</td> <td> <ul style="list-style-type: none"> Certified from graphic designing institute Minimum 3 years of experience in graphic designing </td> <td>1</td> </tr> </tbody> </table>	Role	Qualification	No of offsite resource	Social Media Manager	<ul style="list-style-type: none"> Minimum 2 years of experience in Social Media Management 	2	CopyWriter	<ul style="list-style-type: none"> Minimum 2 years of experience in copywriting 	1	Graphic Designer	<ul style="list-style-type: none"> Certified from graphic designing institute Minimum 3 years of experience in graphic designing 	1	
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