

RFP for Selection of Agency for Mass Media Network Platform Management 2.0

Reference No. F4.9 (1139)/RISL/TECH/MISC/2024-11352/3512

Dated: 02-08-2024

Annexure-'A'

S. No.	Bid Document	Rule No.	Rule Details	Query/ Suggestion/	Response by RISL
	Page			Clarification	
M/s Auburn Digital Solutions Private Limited, Mumbai					
1	7	INVITATION FOR BID (IFB) , NOTICE INVITING BID (NIB) & PRE QUALIFICATION CRITERIA	BID EVALUATION CRITERIA (SELECTION METHOD): Least Cost Based Selection (LCBS)-L1	We Request you to kindly modify the clause and allow selection method from LCBS to QCBS (Quality & Cost Based Selection) methodology	No Change
2	9	(b) Pre-Qualification/ Eligibility Criteria	Technical Capability I: The service provider should have completed/ executed at-least one assignment of Digital Marketing / Social Media / Mass Media Management for any State Government / Central Government / Public Sector Undertaking / Public Limited Company in the period 01-Apr-2021 to 31-March-24 of value greater than INR 6 Crores or two assignments of each greater than INR 3.5 Crores or four assignments of each greater than INR 2 Crores. The Work Order / Purchase Order date of issuance should be on or after 01-Apr-2021	We request you to kindly modify the clause , and allow The Work Order / Purchase Order date of issuance should be on or after 01-Apr-2020. And the value greater than INR 6 Crores or two assignments of each greater than INR 3.5 Crores or four assignments of each greater than INR 1.5 Crores. OR We request you to kindly allow private client work orders.	No Change
3	30	11. Selection Method	Technical Capability I: The service provider should have completed/ executed assignment(s) of Digital Marketing/ Social Media/ Mass Media Management for any State Government / Central Government / Public Sector Undertaking / Public Limited Company during the period 01-Apr-2021 to 31-March-24 each of value greater than INR 2 Crores	We request you to kindly modify the clause , and allow The Work Order / Purchase Order date of issuance should be on or after 01-Apr-2020. And the value greater than INR 1.5 Crores. OR We request you to kindly allow private client work orders	No Change
M/s SCHBANG, Mumbai					

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[Signature]

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S. No.	Bid Document	Rule No.	Rule Details	Query/ Suggestion/	Response by RISL
	Page			Clarification	
1	30	13. Evaluation & Tabulation of Technical Bids	Technical Proposal, Presentation and Functional Demonstration of Comprehensive Digital Mass Media Network Strategy with Deployment and Execution Plan	Could you provide more details on what is required for the "Technical Proposal, Presentation, and Functional Demonstration of Comprehensive Digital Mass Media Network Strategy with Deployment and Execution Plan"?	As per RFP
2	73	Liquidated Damages	Regarding the "Liquidated Damages" clause on page 73, which states, "The maximum amount of liquidated damages shall be 10% of the contract value," is there any possibility of reducing this to 5%?	Regarding the "Liquidated Damages" clause on page 73, which states, "The maximum amount of liquidated damages shall be 10% of the contract value," is there any possibility of reducing this to 5%?	No Change
M/s Disha Communication Pvt Ltd					
1	Page No. 9	B (4)	The current clause states that The service provider should have completed/ executed at-least one assignment of Digital Marketing / Social Media / Mass Media Management for any State Government / Central Government / Public Sector Undertaking / Public Limited Company in the period 01-Apr-2021 to 31-March-24 of value greater than INR 6 Crores or two assignments of each greater than INR 3.5 Crores or four assignments of each greater than INR 2 Crores. The Work Order/Purchase Order date of issuance should be on or after 01 Apr-2021.	We kindly request that the time limit be extended to at least 8 to 10 years, as the current 3-year period is too short. Extending the timeframe will allow more service providers to qualify, thereby fostering a more competitive and comprehensive bidding process.	No Change



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2	Page No. 7		Earnest Money INR 28.35 Cr (Rs. Twenty Eight Crores Thirty Five Lakhs Only) inclusive GST	This is a sincere request to all panel members to adjust the old EMD amount in the new tender Selection of Agency for Mass Media Network Platform Management 2.0 NIT No: - F4.9 (1139)/RISL/TECH/MISC/2024-11352/3512 Date: -02-08-2024	No Change
M/s Silver Touch Technologies Limited					

32 *[Handwritten Signature]*

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S. No.	Bid Document	Rule No.	Rule Details	Query/ Suggestion/	Response by RISL
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1	Pg No. - 30	13. Evaluation & Tabulation of Technical Bids	The service provider should have completed/ executed assignment(s) of Digital Marketing/ Social Media/ Mass Media Management for any State Government / Central Government / Public Sector Undertaking / Public Limited Company during the period 01-Apr-2021 to 31-March-24 each of value greater than INR 2 Crores No. of Projects: 1-2 (5 Marks) No. of Projects: 3-4 (10 Marks) No. of Projects: 5-7 (15 Marks) No of Projects: > 7 (20 Marks)	<p>We request to amend the said clause as per below</p> <p>The service provider should have completed/ executed assignment(s) of Digital Marketing/ Social Media/ Mass Media Management for any State Government / Central Government / Public Sector Undertaking / Public Limited Company during the period 01-Apr-2018 to 31-March-24 each of Value as per Below:</p> <p>Two Work order of Value more than 6-7 Crores - 20 marks OR 7 PO of value more than 2 Cr- 20 Marks (PO with extension can also be considered. As social media is brand buidling job and many govt. agencies extend their existing contract with same vision based on performance of the agency. So a single project with extension/ multiple PO can be considered.</p>	No Change

 

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2	Pg no. 57	Penalty for Replacement/ Exit of Resource (onsite)	<p>More than two but up to three changes of resources in any particular year : 1. Managers: INR 15000 for each change of resource All subsequent changes (after three changes of resource) in any particular year</p> <p>2. Others: INR 10000 for each change of resource All subsequent changes (after three changes of resource) in any particular year : 1. Managers: INR 20000 for each change of resources</p> <p>2. Others: INR 15000 per change of resources Upto 18 leaves* per year on prorata basis: No Penalty (Note: In case resource needs to take off/leave from the duty, he has to take due approval from concerned nodal officer from Procuring Entity. In case, the total leaves taken in a year by resource deployed onsite at the Procurement Office is less than 18, than the balance leaves will be carried forward (subject to maximum 10 leave carry forwards per year) to next year). Absence of onsite resources (In case the onsite resources takes leave of more than 18 days in a year on a prorata basis, penalty shall be levied as mentioned in the adjacent column. Penalty for Photographer / Videographer / Reporter on demand: Photographer /Videographer on Demand if delayed beyond 15 minutes at the venue after the detailed time or absent will be penalized. Any delay beyond 15 minutes will be penalized Rs 10000/- per resource per assignment. Photographer /Videographer/ Reporter from the Mass Media Network Real Time Response Team will also be penalized as follows: - (a) Team on two (2) hours' Notice will be penalized Rs 10000/- per resource per assignment for any delay beyond 15 minutes per assignment (b) Team on twenty-four (24) hours' Notice will be penalized Rs 20000/- per resource per assignment for any delay beyond 15 minutes per assignment</p>	<p>We request to amend the said clause as penalty is not effective and will become challenging for many agencies to participate in the tender. So request to keep this penalty cap upto 10 % max. As for any project 100 % retaintion is unpredictable as now a days in social media resources are more into explore new ideas and profiles. So within year if any replacement we need to source, then there must be some timeline for replacement. We suggest minimum 30 days. If beyond 30 days vendor is not able to source then penalty can impose accordingly.</p>	No Change
3	Pg no. 60	Annexure - 1	<p>Bill of Material (Manpower Cost)</p> <p>As per BOQ 44 resources asked. So we assume that all 44 Resources requires to be deployed. But Page 20 The Team of 29 (Twenty Nine) resources to manage all the work and tasks as defined in the RFP and out of this 29 only 20 resources will be required onsite.</p>	<p>Please confirm the exact number of resources required onsite.</p>	<p>Mandatory requirement is to deploy minimum 20 resources onsite at Jaipur as per RFP.</p>

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Amendments

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4	General Query	General Query	Hardcopy and Softcopy Submission	We assume that we need to submit only EMD in the form hardcopy and Further all documents will be submitted through online eproc only. Please clarify	Tender Fees, RISL Processing Fees and EMD are to be submitted before bid opening date & time in hard copy. Rest docs to be submitted online on eproc.
5	General Query	General Query	Selection Criteria	We request to change the selection criteria from L1 to QCBS 80:20. As this project related to social media management. online reputation building & brand building. So an agency must evaluate on technical ground rather than only financial. So request you to please consider QCBS so that better qualified agencies can onboard for the said work	No Change


(Deepak Dev Haritwal)
 Analyst Cum Programmer (Dy. Dir.)


(Umesh Chand Joshi)
 System Analyst (Joint Director)


(Poonam Choudhary)
 Chief Accounts Officer


(Jyoti Luhadiya)
 Technical Director

(Y K Jain)
 Technical Director


(Anil Singh)
 Director (Technical)


(Vradhi Chand Bunkar)
 Director (Finance)


(Inderjeet Singh)
 Managing Director