

Prebid Proceedings  
**RFP for Selection of Digital Media Agency for MySurat Project**  
 [SSCDL-DigitalMediaAgency-RFP-02-2017]



A prospective Bidder requiring any clarification on the RFP for Selection Digital Media Agency for MySurat Project [SSCDL-DigitalMediaAgency-RFP-02-2017] were required submit queries, via email, on or before 30/01/2017 upto 18:00 hrs. The response to the queries that have been received in due course of time is as under.

**Please note that there is no change in the original RFP document.**

#	RFP Reference (Section, Page)	Content of RFP requiring clarification	Points of clarification required	Responses
1	Section : 6.1 Pre - Qualification Criteria / Basic Eligibility Criteria - Point No.1, Page : 47	Consortium/JV is not allowed	Surat corporation being dynamic city and smart city has taken this initiative of implementing digital world. There cannot be single party with all this experience of digital marketing, social media, brand management, strategic management, YouTube channel management & hence it requires consortium of one or more party to encapsule such bundle solution so we request you to Kindly allow consortium in this bid so that different entities expertise & skill set can be utilised to achieve your goal of making My Surat complete digital	RFP terms prevail
2	Section : 6.1 Pre - Qualification Criteria / Basic Eligibility Criteria - Point No.2, Page : 47	In the last 3 years, the bidder must have completed or have in progress a minimum of 3 project of Digital Media Management, out of which minimum 1 should be for Government / Public Sector Undertaking / ULB, each accounting for minimum 25 lakhs.	Kindly allow and accept PO for Rs. 25 Lakh of Live Web casting against this clause.	RFP terms prevail
3	Section : 6.2 Technical Evaluation Parameters - Point No.2, Page : 48	Relevant experience in Digital Marketing for distinct Government/Public Sector/Urban Local Body in last 5 years with value of project greater than Rs. 25 lakhs ▶ 1st project – 15 marks ▶ 2nd & 3rd project – 5 marks each ▶ Every Additional project (max 2) – 2.5 marks each	To make the value of project as 18 lakhs instead of 25 lakhs	RFP Terms prevail.



4	Section : 6.2 Technical Evaluation Parameters - Point No.2, Page : 48	Relevant experience in Digital Marketing for distinct Private Sector clients in last 5 years with value of project greater than Rs. 25 lakhs ▶ 1st project – 5 marks ▶ Every Additional project (max 2) – 2.5 marks each	To make the value of project as 18 lakhs instead of 25 lakhs	RFP Terms prevail.
5	Section : 6.2 Technical Evaluation Parameters - Point No.3, Page : 48	Experience of handling campaigns covering designing, production of creatives / commercials for social media, digital media and traditional media in the last 5 years with value of project greater than Rs. 1 Crore ▶ 1 project – 10 marks ▶ Every Additional project (max 2) – 2.5 marks each	To make the value of project as 50 lakhs instead of 1 crore	RFP Terms prevail.

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