

Pre-bid proceedings for RFP for Selection of Digital Media Agency for branding, content strategy, content creation, content moderation and channel management for citizen engagement ecosystem for Surat City (RFP No.: SSCDL-DigitalMediaAgency-RFP-04-2017)

#	RFP Reference (Section, Page)	Content of RFP requiring clarification	Points of clarification required	Responses
1	2.2.2 SMC Owned Digital - Indicative quantity for various creatives for 2 years – Point No.4, Page No. 19	Creatives for Films- Promotional Campaign/ User Experience/ Animation Film -(In Gujarati and Hindi)	In reference to this clause, we understand that the bidder has to create a Promotional / User Experiences / Animation films. Please clarify the maximum minutes for short films. Or as per our understanding short films are maximum upto 2 minutes request you to kindly confirm?	Generally, creative films will be of 3-5 minutes duration, however if need be the same will be of 8-10 minutes durations.
2	Section 2.2.1 Social Media – Facebook-Page 17	Featured Facebook pages (E.g. MySurat, SMC, SSCDL) to be created	Please clarify number of Facebook pages to be created and managed.	RFP terms prevail. Need based for SMC, SSCDL and SMC Sister concerns
3	Section 2.2.1 Social Media – Twitter - Page 17	Featured Twitter accounts to be created	Please clarify number of Twitter accounts to be created and managed.	RFP terms prevail. Need based for SMC, SSCDL and SMC Sister concerns
4	Section 2.2.1 Social Media – YouTube - Page 17	Pre-roll ads may be created and posted on most watched or popular videos to increase branding and promotion.	Please clarify if the budget for pre-roll ads payable to YouTube will be part of the financial bid or over and above the bid.	The bidder is required to prepare the pre-roll ads. The cost of publishing the same on various channel is not in scope of bidder.
5	Section 2.2.2 SMC Owned Digital – Gamification – Page 19	Successful accomplishment of each task will lead to Awards / Prizes / Suitable Incentives for citizens.	Please clarify if the Awards / Prizes / Incentives will be part of the financial bid or will be taken care by SMC.	The cost of Awards / Prizes / Incentives will not be in scope of bidder

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6	Section 2.2.2 SMC Owned Digital – Mobile App – Page 19	Bulk SMS may be sent out regularly to inform or update people regarding existing and upcoming activities on the MySurat portal	Please clarify if the database for Bulk SMS will be provided by SMC.	Database for bulk SMS will be provided by SMC
7	Section 2.2.3 Physical Touchpoints – Anganwadi / UHCs / Schools – Page 20	SSCDL is looking at making its Anganwadi Smart by introducing various educational and outreach programs.	Please clarify if the role of the Digital Media Agency in this is limited to content creation only.	The scope of bidder in this case will be as per section 2.2.3
8	Section – Indicative quantity for various creatives for two years – Page 21	New Media Marketing for 2 years – Continuous	Please specify elements of new media marketing which are required on a continuous basis.	New media marketing refers to marketing channel getting popular/coming up during the project execution period.
9	Section 2.3.1 SMC Branding and Promotion – Page 22	Public Relations plan to be a part of the overall strategy plan (discussed in section 2.2.2.1).	Please clarify if you are referring to only the web portal	This refers to overall strategy for MySurat.
10	Section 2.3.2 Content Management – Page 23	Organic Search and SEO	Please clarify whether SEO will be for any website apart from MySurat?	No, MySurat Platform only
11	Section 2.3.2.1 Channel Content Optimization – Page 24	The information to be published over all channels needs to be collected from the various departments of SMC by Digital Media Partner.	Please provide a Single Point of Contact from your end who will be responsible to get the required information from all departments.	Please refer RFP clause 3.11.17

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12	Section 2.3.2.1 Content Strategy – Channel Content Optimization – Page 24	While the content management system is available for production use, manual approvals will be required for priority setting and publishing.	Please clarify more on this clause.	Till the time CMS is in place, the process is required to be carried out manually to meet the objective.
13	Section 2.3.2.2 Content Creation – Page 25	The Digital Media agency will be responsible for providing live webcasting on web portals / specified channels for important events and functions.	Please specify the channels.	SSCDL will utilise the popular channels like Youtube, Facebook and additional channel that may get popular during the project execution period.
14	Section 2.3.2.2 Content Creation – Page 25	The Digital Media agency will capture the video and sound output provided by SSCDL/SMC	Please clarify if SSCDL / SMC will be providing the final video and sound output or it requires equipment / human resource setup from digital agency end.	The bidder will be provided with the output ports for video and audio feed. It will be bidder's responsibility to capture the same and use it wherever required.
15	Section 2.3.2.2 Content Creation – Page 25	The agency should be able to prepare content for eParticipatory Budgeting	Please clarify more on the scope of work of Bidder.	Content preparation for any citizen engagement activity is in DMA scope. eParticipatory Budgeting aims at getting the views of citizens in budget preparation.
16	Section 2.3.2.2 Content Creation – Page 26	It is expected that the agency would generate weekly and monthly reports on the discussions / opinions on the SSCDL.	Please clarify the scope of online / social listening	Any discussion / opinion poll on SSCDL will be in scope of DMA and it will provide SMC with necessary meaningful reports.

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17	Section 2.3.2.3 Content Moderation – Pg26	The agency should respond to the negative articles / news related to SMC, SSCDL and other sister concerns of SMC.	Please clarify the scope of online reputation management. Will it be through paid advertorials, blogs, etc.	Paid advertorials, paid blogs are not in scope of bidder
18	Section 2.3.2.4 Policy and Initiative Outreach – Page 27	Creating focused outreach programs for Citizens/Anganwadi/Schools/UHCs	Please clarify if the agency will make the content for outreach program or devise the outreach program itself.	The scope of bidder in this case will be as per section 2.2.3
19	Section 2.3.3. Public Relations – Page 28	The agency will carry out regular workshops on a periodic basis in order to do on-ground citizen engagement.	Are these part of the Event Management (indicative 12 events in 2 years)? Or over and above those events.	No. these are separate
20	C. PROPOSAL EVALUATION, Clause 6.1: Pre-qualification criteria, pg 49	5 yrs - consortium /JV not allowed	Can this be allowed if the turnover clause is not relaxed.	RFP Terms prevails.
21	C. PROPOSAL EVALUATION, Clause 6.1: Pre-qualification criteria, pg 49	Bidder should have had an average annual turnover of at least INR 10 Crores from the last 3 financial years (FY 2013-14, 2014-15, 2015-16)	can this be average 2 crores in last 3 yrs . our average turnover is around 2.15 crs, can we bid ?	RFP Terms prevails.

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22	C. PROPOSAL EVALUATION, Clause 6.1: Pre-qualification criteria, pg 49	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.	It should say Private sector also.	RFP Terms prevails.
23	C. PROPOSAL EVALUATION, Clause 6.1: Pre-qualification criteria, pg 49	'Bidder should have had an average annual turnover of at least INR 10 Crores from the last 3 financial years (FY 2013-14, 2014-15, 2015-16).'	This should be changed to: 'Bidder should have had a cumulative revenue of Rs 10 Crore for last 3 financial years (FY 2013-14, 2014-15, 2015-16).'	RFP Terms prevails.