

“Services for Social Media related activities along with creation and publication of creatives at Mumbai Metro Rail Corporation Limited”

Response to the queries raised through mail & the Pre-bid Meeting held on 14.10.2016. The revised clause in the Standard Set of Deviations would prevail and will replace/supersede the respective existing clauses in the RFP

Social Media Pre-Bid Queries Response					
Sr.	Clause No.	Page No.	Content of RFP Requiring Clarification	Change Requested/ Clarification required	Remarks
1.	General		Submission Date 20.10.2016 till 5.00 pm	Request to extend the deadline for at least a week's time.	clause modified, date has been extended till 27.10.2016 till 5 PM
2.	2.5	10	Consortium and Joint Ventures	Request to allow Consortiums for smooth functioning, operations and management	as per RFP
3.	2.20.4	15	Bidders with minimum technical score of 60 out of 100 in technical evaluation (Refer	Contradicting the clause 2.23	Refer corrigendum-1.
			Section 2.23) will be considered to be eligible for financial evaluation (Refer Section 2.25)		

4.	2.23 (a)	17	Each Technical Proposal shall be assigned a technical score out of a maximum of 60 points.	Contradicting the clause 2.20.4. Which of the clause stand? Technical Marking shall be out of 100 or 60 and minimum marking shall be 60 or 45? For qualifying for financial bid opening	Refer corrigendum-1.
5.	2.23(b)	17	In order to qualify for the opening of financial proposal, the Bidder must get a minimum overall technical score of 45 (Fortyfive).		Refer corrigendum-1.
6.	2.24 - Evaluation Criteria	18	Work order size for projects undertaken by bidder for government / PSU clients	Request to reconsider the Project Size starting from Rs. 10Lacs to 50 Lacs	as per RFP
7.	2.24 - Evaluation Criteria		Skilled Staff strength	Request to reconsider the marking system and allow the most marking above 35 Professionals	as per RFP

8.	3.1 - b - Point4	21	Social Media Monitoring Analysis (Report) on Indian Metros to be provided, as per need basis.	Shall MMRC help in getting such reports or agency is expected to do completely on its own? This needs an intense social media tracking and usage of Business Intelligence and Analytical Tools. Need clarification to consider costing. Also the as need basis may be how frequent?	No detailed reporting required, snapshot of few parameters like a no. of likes, tweets etc. may be needed once in quarter or half yearly No additional tool cost needs to be considered.
9.	3.1 - b - Point 5 b	21	The agency may have to develop multiple creative for various sites and occasions as per the need of MMRC	A specific number should be mentioned to account for the costing. Or a separate Unit rate be taken for consideration.	It may be in the range of 8-10 per month including occasions like festivals
10.	3.2.4	23	As per scope - Uploading and management of videos/ animations.	Is the agency responsible for video creation like Corporate Films, Cover Events, etc.? Or the videos shall be provided by MMRC and only uploading and management and response shall be the responsibility of the agency?	only upload management of videos/ animations

11		23	under scope of work asked for the following services	<ul style="list-style-type: none"> Will the agency/vendor need to shoot event videos? If, yes who will bear the costs? Will it be on actuals or agency/vendor has to include that in the costing for this RFP? 	No
				<ul style="list-style-type: none"> Will the agency/vendor need to create corporate videos? If, yes who will bear the costs? Will it be on actuals or agency/vendor has to include that in the costing for this RFP? 	No, if needed it would be as per actual
			<ul style="list-style-type: none"> Event Videos 		
			<ul style="list-style-type: none"> Corporate Videos 		
			<ul style="list-style-type: none"> Min. one video per Quarter or as and when required 		
12			Under Scope of Work	<ul style="list-style-type: none"> Social Media Monitoring Analysis (Report) on Indian Metros to be provided, as per need basis . What will be his exact requirement ? 	as per RFP
				<ul style="list-style-type: none"> Will Social Media content needs to be created in Marathi and will it be posted on the same channels ? 	No
			General / Existing bidders	Please confirm do we need to pay the tender fees again to	Yes

				participate in the same opportunity.	
			Against Tender fees		
13	2.24	18	the bidder should have average turnover of INR 1.5 crore in last three financial years from IT/ITES services	what subject includes in IT/ITES services?	IT/ITES to be ignored
14	2.21	16	the bidder should have worked on minimum of 3 projects with any state or Central Govt. organization/PSU/Pvt. Sector organization in india for social media,online advertisement, creative designing in the last 2 years as on date of submission of the bid	1. can we provide work orders/completion certificate of last 3 years : 2013-14, 2014-15. 2015-16 2. do you consider social advertising as social media management	yes
15	2.24	18	relevant experience in online social media management for government/PSU clients: work order/completion certificate from the client/ substantially completed certificate (for ongoing projects) from the clients	can we submit ongoing project of 2016-17?	Yes, for ongoing projects, substially computed shall mean if 50% of contract value has been paid.
16	2.24	18	Work order size for projects undertaken by bidder for government / PSU clients	is this specific related to social media? Or can we provide projects of other fields	only related to social media

17	2.17.1	12	Complete bidding process will be online (e-Tendering) in two envelope system. Submission of bids shall be in accordance to the instructions given in the Table below:		The entire tendering process is online. All envelope to be submitted online. No hand copies shall be accepted.
			In the case of Envelopes A and C – it is explicitly mentioned that it is to be submitted online. In the case of Envelope B, the same is not mentioned.		
18	2.12.1	11 and 6	Section 2.12.1 states that: Bidders shall submit, EMD of Rs. 15, 000 (Rupees Fifteen Thousand only) through Online e-Tendering Payment Gateway mode only.		refer corrigendum-1
	and 1.2				
			Section 1.2: Other information relating to the bid, sr. no. 1, states that: the EMD to be submitted is Rs. 22,000/-		refer corrigendum-1
19	2.20.8	14	In no way the bidder shall indicate its Financial Offer in any Envelope other than Envelope B. In case it is found, MMRC may summarily reject the proposal of the said bidder.		refer corrigendum-1

20	2.20.4 and 2.23	14 and 16	Bidders with minimum technical score of 60 out of 100 in technical evaluation (Refer Section 2.23) will be considered to be eligible for financial evaluation (Refer Section 2.25)		refer corrigendum-1
			Section 2.23 states:		
			a. Each Technical Proposal shall be assigned a technical score out of a maximum of 60 points. (Refer Section 2.24).		refer corrigendum-1
			b. In order to qualify for the opening of financial proposal, the Bidder must get a minimum overall technical score of 45 (Forty five).		refer corrigendum-1