

### Corrigendum

Reference JSCL Advt. No JSCL/2017/777/Adm/66 Dated 20-11-2017. which was published on 21-11-2017 in the said advertisement the Key dates, Eligibility and Prequalification Criteria and format of financial proposal has been updated kindly refer below updated tables.

S. No.	Particulars	Details
	Documents Reference Number	JSCL/SMA/01
1.	Assignment Name	The in Jabalpur Smart City.
2.	Client	JSCL (Jabalpur Smart City Limited)
3.	Cost of RFP Document(Non- Refundable)	Rs. 5000/-
4.	Earnest Money Deposit	Rs. 50,000/-
5.	Method of Selection	The method of selection is Quality Cum Cost Base Selection (QCBS).
6.	Pre-Bid Conference Time, Date, & Venue	07-12-2017, Conference Room Manas bhawan JSCL Office at 3.00 Pm
7.	Last date of form purchase online	29-12-2017
8.	Last date of online submission of tender	30-12-2017
9.	Physical Submission	02-01-2018 5.30 pm
10.	Date of Technical Opening	03-01-2018
11.	Date of Technical Presentation	To be notified.
12.	Date of Financial Open	05-01-2018

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**Point 4.1 Eligibility & Prequalification Criteria**

The bidders are required to meet the below mentioned eligibility criteria: Marks assign in Detailed Marking System will calculate during technical evaluation after verification of Prequalification parameters documents.

<b>S. No.</b>	<b>Pre- Qualification Criteria/eligibility</b>	<b>Supporting Document</b>
1.	The bidder must be a company registered in India under the Companies Act, 1956/2013 for Last 5 years.	Certificate of Incorporation.
2.	Bidder should have an average annual turnover of Rs. 50 lacs. Or currency equivalent during the last 3 financial years from Social media management/campaign/city branding/Design and developing of ads Films for advertisement in national channels.	Copy of audited financial Statements for last 3 financial years. Certificate from CA for revenue from IT components segment
3.	Bidder should have experience of Digital marketing in areas of Social Media Management/ Digital Advertising /Creative Content Production in any Ministry/State/ Central Govt. / UT Administration/ Semi-Government Organization/ PSU/Reputed Private limited Firm in the last 5 years.	Copy of Work Orders
4.	Bidder should have minimum 10 fulltime employees working on Creative Content Production / Social Media Management.	Self-Attested Certificate (signed by Company Secretary/ HR Department) to ensure rolls of the company
5.	Joint ventures or Consortiums are NOT allowed to bid or meet the above eligibility criterion. Bidder should bid on own strength and meet all eligibility criterions.	Self-Attested Declaration on company letter head (signed by Authorized Signatory)
6.	The bidder shall submit a self-declaration for being not under legal action for corrupt or fraudulent practices (blacklisted) by any Ministry/State/ Central Govt/ UT Administration/ Semi-Government Organization/ PSU.	Self-Attested Declaration on company letter head (signed by Authorized Signatory)
7.	The bidder should have a valid GSTN.	Copy of the certificate of GSTN.

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## Detailed Marking System for Pre qualification Qualified Bidders

<b>1</b>	<b>Company Competence</b>		<b>10</b>
1.1	Annual Turnover - Bidder's average annual turnover for the 2014-2015, 2015-16 and 2016-2017. Audited Financial Statements/ Auditor's certificate to be submitted.		10
	<50 lacs (0 Marks)	Between 50-75 lacs (5 Marks)	Greater than 75 lacs (10 Marks)
<b>2</b>	<b>Number of fulltime employees working on Social Media Management services</b>		<b>10</b>
	Between 10-15 (0 Marks)	Above 15 (5 Marks)	10
<b>3</b>	Experience of Digital marketing in areas of Social Media Management/ Digital Advertising /Creative Content Production in any Ministry/State/ Central Govt. / UT Administration/ Semi-Government Organization/ PSU/Reputed Private limited Firm in the last 5 years.		<b>20</b>
	5 Marks per project, up to maximum of 4 Projects.		
<b>4</b>	<b>Qualifications, experience and skill sets of the team proposed to be associated exclusively for current requirement by JSCL</b>		<b>20</b>
4.1	Qualification		10
4.2	Relevant Experience		10
<b>5</b>	<b>Technical Presentation</b>		<b>40</b>
5.1	• Demonstration of Previous developed contents/designs /add/videos /short films/		20
5.2	Proposed brand vision and digital marketing strategy		10
5.3	Content Development Strategy		5
5.4	Innovative ideas and suggestions specific for Jabalpur Smart City Limited		5

• **Division of Marks for Proposed Team**

Sr. No	Resource	Marks on Desired Qualification	Marks on Desired Experience	Total Marks
1	Project Lead	2.5	2.5	5
2	Graphic Design Expert (2)	2.5	2.5	10( for two experts)
3	Social Media Executive	2.5	2.5	5
<b>Total Marks</b>			<b>20</b>	

Marks for other experts are not assigned but CV is required with technical Proposal.

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### 9.4 Commercial Bid Format

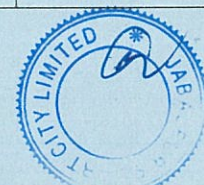
The bidder is expected to clearly mention monthly deliverables in the proposal itself for each of the 24 months of engagement. This should be equated across 24 months for which quarterly payment will be made. The rates are quoted in the prescribed format given below:

#### A\_ Detailed Cost to be used in Evaluation

(A) Sr. No	(B) Item	(C) Per unit price (if applicable)	(D) Applicable Tax if any excluding GST	(E) Tentative quantity for Financial Evaluation only (Per month)	(F) Total Amount in figures (Based on Colum E)	(G) Total Amount in Words (Based on Colum E)
1.	Detailed Promotion and Media Strategy including the comprehensive media planning, city branding on social media, <b>with boosting</b> , Complete Analysis of every platform, Polls Quiz i.e YouTube, facebook, hangout, instagram, Blogs etc all other major important social platform ( Per month basis) (complete Activities of scope of work except content creations mentioned below etc.)			200 Post(image, videos, content, animation etc) including All social Media Channel		
2.	<b>Creatives for Print</b>					
a)	Newspaper Ads			30 per month		
b)	Add For Magazines			10 per month		
3	<b>Creative's for Radio</b> (zingles, radio add,) per 30 Seconds			5 per month		
4	<b>Creative's for Television/cinema ads</b> (audio visual as per national level advertisement standard) per 30			5 per month		

As per

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	seconds				
5	<b>Creatives for Films</b> (audio visual as per national level short films standard)				
a)	Promotional Campaign Film (1-3 mins duration)			5 per month	
b)	Promotional Campaign Film (3-5 mins duration)			1 per month	
c)	Promotional Campaign Film (5-7 mins duration)			1 per month	
d)	Animation Film (2-3 minute duration)			10 per month	
9	<b>Creatives for Outdoor Media</b>				
a)	Hoarding			10 per month	
b)	Poster			10 per month	
c)	Bus Panel			5 per month	
d)	Bus Shelter			5 per month	
e)	Wall Painting			10 per month	
f)	Pamphlets/leaflets /			10 per month	
g)	Booklets			3 per month	
h)	Live Coverage of Events for Social Media Streaming and Promotion			5 events per month	
i)	Any others miscellaneous cost			Per Month	
	Total Cost(1 to 9)				

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**Manpower Cost :-**

The following manpower cost is sought from the bidder, which shall also be used for the evaluation purpose. Bidders are required to quote the rates for all the proposed key personnel for this engagement as per the manpower deployment plan.

Sr No.	Proposed Technical Expert	Cost Per month( for next Two years)
1	<b>Project Lead</b>	
2	<b>Social Media Analytics Experts</b>	
3	<b>Video Editors</b>	
4	<b>Graphic Design Experts ( 2 No)</b>	
5	<b>Content Writer(2)</b>	
6	<b>Social Media Executives</b>	
7	<b>Brand Marketing Professional</b>	
8	<b>Programmer</b>	

**Outlier Clause**

It is changed Now as “Financial Bids that are less than <30>% of the average bid price will be disqualified (the average bid price is computed by adding all Financial Bid values of ALL the qualified bidders and dividing the same by the number of bidders).“

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Executive Director  
Jabalpur Smart City Limited



**Tender Number : JSCL/SMA/01 (RFP for Selection of Integrated Creative, Branding & Social Media Management Agency for Promotion of Jabalpur Smart City )**

**Pre-Bid Query Response from JSCL**

**Adit Microsys**

S.No	Section/Page Reference of RFP	Query Raised by Bidders	Recommendation Form Bidder With Justification	JSCL Response
1	Pg.7; Blogs, Newsletter, Social Media Presence	Who shall provide the Content? For Newsletters, will JSCL provide the list of email I'd of citizen or the Agency has to use its own source to get the email I'd		Content visualization and designing is the part of the bidders .bidders will collect the database by their own sources
2	Pg.7; Data Analytics	Need more Clarity for "Analysis of Usage data generated for reports and guiding direction for the evolution of initiatives of JSCL"		Promotion of any projects vision or concept through polls, quiz, competition, advisory forum, blogs, feedback etc. over Social media will receive mix nature of response. Bidders has to do the analysis of those response and submit content wise analytic reports to JSCL, that will help in decision making
3	Pg.23; point # f	Need more Clarity for "Maintenance of WhatsApp...."		All programme and information about the JSCL should be updated on every platform including the Whatsapp
4	Pg.23; point # f	Will JSCL provide with such a Mobile Number and Mobile handset for WhatsApp? Who will decide in JSCL to which numbers to send the WhatsApp to and how will it be monitored? In absence of any Social Monitoring and Analytics for WhatsApp who and how will decide if the work done is proper or not?		Bidders should have arrange the Mobile numbers database As per Requirement of the task . Whatsapp web can be used and history of all communication of whatsapp should be kept in mail backup, messaging can be done in groups.
5	Pg.23; point # g	Due to administrative delays if the creative / content approval gets delayed and in-turn the Agency's performance gets affected then will the Agency be penalised for under-performance?		if the delay from JSCL it would be considerable..
6	Pg.24; point # p	Training, skill-upgradation..... Beyond online training, what is expected by JSCL? Because social media training is online training.		Yes it's a social media platform training to JSCL staff .some times it may be arranged in JSCL office.

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7	Pg.24; point # q. Reporting.	Bi-weekly i.e. twice a month is too short period to show a substantial growth in social media. It should be monthly.		Agreed, but If any special events/programme information and content published in social platform, response analysis of the content may be needed daily wise also
8	Pg.24; point # s. Reshaping content.	We request JSCL to provide full cooperation in providing data in ready-to-use formats and not 'locked' formats like .pdf, .jpeg etc		If any data provided by JSCL it would be as actual.
9	Pg.24; point # x	Is 24 creative per month in total (calculating all platforms)?		Creatives may be same, that can be publish in various platform,. Count is tentative could be increase or decrease as per requirement
10	Pg.27; Important metrics....	Need clarity on "list of positive and negative comments per month". Do you want screen-shot of each and every comment against a post? Practically very difficult to give screenshots because this is a dynamic activity		A format should be prepared for Reporting along with soft copies of screen shot for record.

**C-Net**

11	Page No. -19 Point 5	Joint ventures or Consortiums are NOT allowed to bid or meet the above eligibility criterion. Bidder should bid on own strength and meet all eligibility criterions.	Joint ventures or Consortiums are allowed	Not Allowed
12	Page No. 17	Bidders shall submit along with the Proposal an EMD of Rs. 50000 in the form of demand draft drawn from a Nationalized/Scheduled bank located in India in favour of the Executive Director, Jabalpur Smart City Limited, payable at Jabalpur.	We are registered with NSIC/MSME and According to the Guideline we request you for Exemption in EMD & Tender Fee.	Not Agreed
13	Page No. 17	The lowest and the highest financial bids shall be rejected if the deviation of the bids is greater than 20% from the next highest/lowest bidder.	As per the attached guidelines of Department of Electronics & Information Technology, GOI for Selection of implementing Agencies Clause no. 2.6.2 Rejection of bids "Financial Bids that are less than <30>% of the average bid price will be disqualified (the average bid price is computed by adding all Financial Bid values of ALL the qualified bidders and dividing the same by the number of	Agreed "Financial Bids that are less than <30>% of the average bid price will be disqualified (the average bid price is computed by adding all Financial Bid values of ALL the qualified bidders and dividing the same by the number of bidders).

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			bidders).	
<b>Cognic Systems Pvt Ltd</b>				
14		Periodic Conferences, Workshops, promotional events, press conferences will be organized --- who is going to do this? do we need to organize events? or just cover all events happening in Jabalpur and spread these via blogs, newsletters and social media		Bidders has to do online Champaign, events in social media platform, coverage and creatives for events is bidders responsibilities
15		<p>Conceptualize and conduct workshops, event coverage and launches</p> <p>i. Government Workshops for issues related to specific regions</p> <p>ii. JSCL Thematic Workshops</p> <p>iii Organize stalls at notable events in colleges etc.</p> <p>iv To raise awareness about Jabalpur Smart City Limited, its Smart City initiatives and events and festivals of the city.</p> <p>v. Highlight the role Jabalpur Smart City Limited's under "Jabalpur Smart City" Programme of Govt. of India.</p> <p>vi. Make People aware about various facilities provided by Jabalpur Smart City Limited.</p> <p>vii. To create a simple and user – friendly system for exchanging ideas and Feedback.</p> <p>It seem we will have to conduct workshops, events, etc at our own cost. Need confirmation on this.</p>		Bidders has to do online Champaign, events in social media platform, coverage and creatives for events is bidders responsibilities
16		Who will bear cinema ads, talk shows cost, Google, facebook, tv ads, radio ads, 3rd party research agency cost, workshop cost, Cross channel collaboration etc		JSCL will bear all third party expenses (except social media platform cost) with prior approval of cost. ie. Radio, tv, news paper, magazine, etc.
17		This figure is confusing to me -The Influencer program will aim at engaging Top 200 influencers as advised by JSCL. Top 50 influencers from JSCL and 50 influencers outside JSCL. Please make it more clear		Total 20 No key influencer is required.
18		what is the meaning of Cross		A group webinar or discussion of similar experts from various

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		Collaboration under the table for Criteria of Evaluation of Performance		geographic location
19		2 video posts per month - Will these videos be shot or animated & what would be the approximate duration of the videos?		Kindly refer Corrigendum
20		Digital Films , Cinema Ads - How often do promotional campaign films, animated films and cinema ads be produced?		Creative's and videos for social platform are also be used in cinema and TV ads. Special cinema ads and Champaign film would be shoot as per requirement.
<b>ComDotZone Technologies Private Limited</b>				
21		The Page says : More Details : For online submission visit <a href="https://www.mpeproc.gov.in/">https://www.mpeproc.gov.in/</a> Under (Jabalpur Smart City Limited)  The RFP document page 5 : fact sheet : Serial Number 8. Says that Last date of online submission of tender 18-12-2017  However the RFP document page 5 : fact sheet : Serial Number 9 says it is a physical submission.	Kindly Clarify the exact mode of submission.	Kindly refer corrigendum
22		Communication mode for queries (Letter, email, Fax) was not provided in the RFP document.	Please provide an email ID for queries submission.	<a href="mailto:ictpmu@jscljabalpur.org">ictpmu@jscljabalpur.org</a>
23		Cost of RFP Document (Non-Refundable)	If the bid submission is offline, please specify the contact details from where the RFP document can be purchased.	Technical and financial Bid submission is online. However offline submission is also required without financial proposal.
24		These instructions should be read in conjunction with information specific to the consulting services contained in the Covering Letter, Data Sheet and accompanying documents	Please clarify.1. What is information specific to the consulting services.2. Which covering letter is referring here.3. Where is the data sheet of this RFP.	Covering letter format is given in 9.1 page 36.Fact Sheet is data sheet
25		The Financial Proposals for all qualifying Technical Proposals	Please clarify all qualifying Technical Proposals	Refer 4.3.1 page 21
26		Opening of Financial Proposals	No Proposal shall be rejected at the Financial Proposal opening.	Refer 3.9

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27		Outlier Clause; The lowest and the highest financial bids shall be rejected if the deviation of the bids is greater than 20% from the next highest/lowest bidder.	Please clarify, 1. What is meant by deviation of bids. 2. Please explain the clause with several examples.	Kindly refer Query Resolution No. 13
28		Technical Evaluation Committee (TEC) formed by the department	Please provide the department name	Not Disclosure
29		Technical Evaluation Committee based on the basis of technical evaluation criteria mentioned in table below,	This clause says the mentioned below criteria is a technical evaluation criteria. However, it was written as 4.1 Eligibility & Prequalification Criteria. The bidders are required to meet the below mentioned eligibility criteria: Please clarify, which criteria is this. If it is a pre-qualification criterion, do bidders have to score 70 marks out of 100 as explained in the para.	Kindly Refer Corrigendum. Detailed Marking system will only apply after qualify the Prequalification Criteria.
30		Company Competence (Refer below table for detailed point system)	Please clarify, which serial number from the table should be referred to	Kindly Refer Corrigendum.
31		Relevant documents as specified above have been attached.	Please clarify, where it is attached in the RFP document.	Typographical Mistake "Should be attach with proposals"
32		The price quoted is all inclusive and not open ended.	Please clarify the note in terms of Eligibility & Prequalification Criteria	All commercial bid should be excluding GST. If no other taxes applied then Applicable Tax will be "0" in financial bid format
33	Page 18 / 4.1 Eligibility & Prequalification Criteria	The bidders are required to meet the below mentioned eligibility criteria:	Please clarify if this is a eligibility criteria	Kindly Refer Corrigendum
34	Page 18 / 4.1 Eligibility & Prequalification Criteria	Overall Relevant experience in Digital marketing services including social media management, digital promotions & online influencer programs globally for Government /PSU in Last 5 Years	The criteria mentioned here and the criteria mentioned at 4.2 Detailed Marking System does not match. Please clarify if digital promotions & online influencer Programs globally for Government /PSU in Last 5 Years would be considered for Parking.	Kindly Refer Corrigendum

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35	Page 20/ 4	Qualifications, experience and skill sets of the team proposed to be associated exclusively for current requirement by JSCL	1. Please clarify the duty station address of the resources. 2. Please provide the format for CV submission. 3. Please provide the parameters of evaluation of CVs on qualification, Relevant Experience and skill set.	1. Client Address 2 Project Lead only will be deployed full time in JSCL office, rest team should work offsite. JSCL can call them also as per requirement
<b>PK Online</b>				
36	<b>Pg 8,9</b>	What is the meaning of conceptualize OOH, Event management, Venue Booking. Ticket booking to be done by the bidder?		Conceptualize how to connect Social media platforms with OOH (Hoarding, outdoor advt media) No .
37	<b>Pg 9</b>	What is the contract period? 1 year or 2 year?		2 Year
38	<b>Pg 17</b>	EMD is Rs 50,000/-. What is the project value?		Not Disclosed
39	<b>Pg 11</b>	TV/Film/ Print Ads : To be done PAN India wise or Region wise?		As per requirement
40		Is website also a part of this project		Yes, Content should be publish in website also.
41	<b>Pg 17</b>	Please explain outlier clause	We request you to delete this clause	Kindly Refer Corrigendum
42	<b>Pg 18. Point 3</b>	Please explain difference between Eligibility criteria and Detailed mark system	On page 21, under point 3 it is mentioned that experience of working with Reputed Private Limited firm will be considerable. However, this is not mentioned in the eligibility criteria. We request you to add Reputed Private firm experience here also.	Agreed kindly refer the Detailed Marking System Table 4.2 Point 3.
43	<b>Pg 25 Point q</b>	Reporting should be monthly not bi-weekly		Agreed ,but sometimes response analysis of the contents may be needed as per requirement
44	<b>Pg 26</b>	The agency should increase the follower base on Twitter , Instagram by 2000 users per month	We request you to keep 200 users per month	Minimum 1000 user per month

*R. Srinivas*

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45	Pg 27	Please explain CROSS COLLABORATION		A group meeting or discussion of similar experts from different locations.
46	Pg 27	Please explain Quizzing and Polls to be done on Social Media		Yes. regularly it's a part of Online promotion and branding
47	Pg 27	Please explain meaning of "Blogger reach for cross collaboration via email/phone"		For every cross collaboration schedule bidders should be contact with similar field experts via email and phone and ensure the engagements
48	Pg 31	Please provide number of years of experience for Project Lead		5 Years of experience
49	Pg 30	Do we have to deploy manpower in JSCL? If yes then how many?		Project Lead only will be deployed full time in JSCL office, rest team should work offsite. JSCL can call them also as per requirement.
50	Pg 36	Payment schedule is quaterly	We request you to keep it as monthly	Not Agreed
51	Pg 34	Do we have to include the cost for Live streaming in commercial bid we will get the cost billed on actual?		Refer the Corrigendum
<b>Telematic India Pvt. Ltd.</b>				
52		If we give a vendor the ability to make a Concept video like VR or 360 degree then you will pay direct payments or pay by us, if you pay direct, how will we charge you our amount and how you pay it?		Third party payment will be bear by JSCL, with prior approval of JSCL
53		If we appoint a Celebrity for promotion, then its additional charges will be paid? Like there Traveling, Staff & Stay.		Yes, with prior approval
54		If we book a Space to do any activity, then how will the space booking be paid? If we pay it, then how will we present that amount to you and how will it be paid to us?		Third party payment will be bear by JSCL, with prior approval of JSCL
55		In the case of advance payment, how we get paid?		Third party payment will be bear by JSCL, with prior approval of JSCL
56		What is your payment process?		Quarterly payment as per Invoice after Approval of

*Answer* →

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				work by JSCL
57		Do we get admin privileges of your website for posting blogs, newsletters or content related to events and activities? If we are not allowed to have admin privileges, So are we independent to create any online assert or website for it?		Yes we provide the rights.
58		Keywords and hash tag suggestions that are required for ranking and promotion would be suggested from your side or we have to create it?		its suggested by both side but approved by JSCL
<b>ITCraft Technologies Pvt Ltd.</b>				
59	4.2 - Detailed Marking System/ Point no. 4/ Page 20	Qualifications, experience and skill sets of the team proposed to be associated exclusively for current requirement by JSCL.	20 marks have been assigned for this requirement. However, a team of around 10 people cannot be employed without getting the work order. Hence, it is requested to ask bidders for the Qualifications, experience and skill sets of the existing staff in various Projects that they are executing and the recruitment for JSCL project can be specified for the said qualifications.	Kindly Refer Corrigendum For Marks Distribution of Team

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60		Reporting: The bidder must submit bi-weekly, "Effectiveness Analysis and MIS Reports" to JSCL on the effectiveness of the social media strategy. The bidder must submit a detailed analysis on the steps undertaken for overall Promotion of JSCL on the Social Media Platforms and the results achieved.	The effectiveness analysis on Facebook/Twitter get better visibility and in depth analysis for monthly period. 2 reports a week, will not give right picture of the performance over past. Hence it is requested to amend the clause as follows : "Reporting: The bidder must submit monthly, Effectiveness Analysis and MIS Reports" to JSCL on the effectiveness of the social media strategy. The bidder must submit a detailed analysis on the steps undertaken for overall Promotion of JSCL on the Social Media Platforms and the results achieved"	Kindly Refer Response of S.No. 7
61		The agency should increase the follower base on Twitter, Instagram - 2000 users per month	Twitter/Instagram don't have much followers in Jabalpur. Hence, a rise of 2000 users per month is not relevant in case of Jabalpur. It is requested to have the increase in Twitter/Instagram to 200.	Required follower base on Twitter, Instagram - 1000 users per month

Issue →

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62		Content should be posted across all social media channels – twice a day	Visibility of social media content in Jabalpur has a longer shell life. If we post more posts per day, the visibility of the first post will be killed. In case of requirement, we can still post more creatives keeping in view the user active time zones of Jabalpur and planning accordingly. It is requested to amend the clause as follows : Content should be posted across all social media channels – Once a working day	Not Agreed
63		Relevant interactions on Twitter and Instagram - As 2 per dey( in a special/event days no limits are fixed)	The logic mentioned in point no. 4 holds true for this one too. Hence the number of twitter/instagram interactions is requested to be kept at minimum 1 per working day.	Not Agreed
64		Quizzes and Polls - On a daily basis starting 2nd month engagement and onwards	Quizzes and polls are special features. These will lose their sheen, if used on daily basis. One quiz/poll per month should be good enough to cater to the actual engagement being done in right way.	At least One quiz and poll per week. Quantity may be increase as per requirement.
65		24 Visual (Jpeg & gif's) per month, 100 posts per month, 2 video posts per month. Quantity can increase on requirement basis	Can we get clarity on "100 posts per month". This will be a huge figure for individual social media channel. One post on every channel per working day will ensure getting likes and spread through share.	At least 100 posts per month should be publish including all channels. It may be increase or decrease as per requirement of JSCL

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66		<p>Champaign/Events of city branding and on other special themes - Minimum 3 in a months and as per requirement</p>	<p>We need more clarity on this item. Is this some kind of "Citizen Interaction on ground" that we are looking for? If that's the case, 2 interactions per month would be sufficient, which we can call as "Smart Samwad". Kindly elaborate on "Campaigns/Events".</p>	<p>Refer Response S.No. 13</p>
67		<p>The agency shall be required to manage the complete social media presence of JSCL. The bidders should have the below mentioned Experts in his team to execute the job. The quantity mentioned in the table below is only indicative and JSCL may ask the agency to deploy additional number of resources from the category defined below. JSCL may increase/ decrease the number of professional required from the selected agency at any stage of the project. It is imperative to mention that selected agency may not have the required quantity of manpower readily to be deployed for this engagement, thus, bidder may propose sample profiles for the category they do not have ready manpower to be deployed. JSCL will provide a 15 days' and 30 days' notice to the selected agency for the deployment or withdrawal of the resource respectively. The selected agency will be required to deploy the required manpower within 30 days of signing of agreement.</p>	<p>Increasing the manpower with a notice of 15 to 30 days is fine. But decreasing the identified numbers of manpower will have uncalculated impact on the financials. Please bring more clarity to this clause.</p>	<p>Please refer page no 40, clause no 9.5, manpower cost. if JSCL ask to decrease the man power, financial will not be affected.</p>

Issue

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68		<p>Corporation will be liable to pay the payment on quarterly basis for the work completed by the Successful bidder against the Scope of work mentioned in the RFP.</p>	<p>It is requested to pay the payment on monthly basis. Quarterly billing will add interest burden to the bidder and he is going to charge it on JSCL. Secondly, having payment checks per month will ensure better control on selected bidder's performance and give chance to amend the things, if required at right time.</p>	<p>Not Agreed</p>
69			<p>Having price points for every sub item of the scope will not bring clarity on cost calculations of the bidder, particularly so if the volume of each creative in every category is not known. It is requested to amend the Commercial Bid format to per month cost, irrespective of the items in each category. The allotted manpower shall be designated fully for the project for which the bidder may charge on monthly basis. To reduce the costs and operational overheads, JSCL can have 2 resources on site and rest technical team can be asked to work offline. The items like radio jingles, video's can be billed separately at item rates fixed in this tender. This will asceratin that cost</p>	<p>Kindly Refer Corrigendum</p>

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			escalation is controlled and basic branding and creatives is assured based on fixed monthly cost for the allotted manpower. To bring in more clarity, kindly refer to a sample similar tender document issued by Nagpur Municipal Corporation ( Page 30 and 31 ).	
70			For every item mentioned in the Financial bid, kindly assign a fixed quantity so that proper evaluation can be done for everybody on same parameters	Kindly Refer Corrigendum
<b>TSD Corporation Limited</b>				
71	Point 3.28 The Bidder must submit EMD along with the proposal.	Exemption from EMD submission and Tender Procurement fees and Performance bank guarantee as per GFR Rule 170 Amended and published 2017. It is required that the		Not Agreed

*Aswini*

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72	Point 5 Scope of work and Deliverables	The Scope of work states Media buying, Organic and Inorganic Promotions & key influencers. However, the RfP does not specify anything regarding the budgets and payment for such media buying activities which are needed to be billed separately from the contract		Third Party Bill will bear by JSCL as per prior approval(except social media boosting and other cost)
73	Point 8	Corporation will be liable to pay the payment on quarterly basis for the work completed by the successful bidder against the Scope of work mentioned in the RFP. As the Salaries/expense are to be paid on monthly basis to deployed team, request you to change payment terms from quarterly to monthly.		Not Agreed
74		Commercial Bid Format (Creatives for Television, Newspaper & Magazine Ads, Radio Jingles, Creatives for Films & outer media)	Commercial Bid format states per unit costs & cost for 2 years Commercial Bid Format (Creatives for Television, Newspaper & Magazine Ads, Radio Jingles, Creatives for Films & outer media) for TV, Newspaper & Magazine Ads, Radio Jingles, Creatives for Films & outer media whereas the RFP does not state the number of creatives required during the span of those 2 years. Please suggest number of creatives for the commercial bid purposes.	Kindly Refer Corrigendum

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75	Live Audio-Visual Coverage for JSCL Events	The RFP states all the requirements for live coverage including cameras and setup, whereas the commercial bid does not specify the details for same. Please specify under which heading the cost of live coverage is to be added because it would be based on per event basis.	Kindly Refer Corrigendum
76	Manpower Provisioning for Creative, Branding & Social Media Management	The RFP States the Manpower required for the project but does not mention anything on where the team is to be deployed onsite at the JSCL Office or offsite (office of agency outside Jabalpur ). Request clarification	Project Lead only will be deployed full time in JSCL office, rest team should work offsite. JSCL can call them also as per requirement
77	Commercial Bid Format	The Commercial bid states taxes excluding GST. But as per the point 3.12 in the RFP , the financial bid is supposed to include the applicable taxes and duties. Should the Per Unit Price / Cost per month include GST or not. Request clarification	All commercial bid should be excluding GST. If no other taxes applied then Applicable Tax will be 0 in financial bid format
78	Commercial BidFormat	All expenses related totravelling, lodging, boarding and other expenses during installation must be borne by the Bidder. Please specify if the above expenses are to beconsidered in Commercial bid or they would be reimbursed	These expenses are to beconsidered in Commercial bid

*Amul*

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			on actual.	
79		Manpower Provisioning for Creative, Branding & Social Media Management (Point 5 Content Writers)	The point states requirement of 2 content writers whereas the Manpower cost states only one content writer and an additional resource i.e. translator (Hindi to English and English to Hindi) Please clarify on the same.	Kindly Refer Corrigendum
80		Scope of work and Deliverables	The RFP does not state anything related to the payment of Media buying activities, The payment for such activities is supposed to be done in advance and cannot be a part of the Commercial bid. Request you to confirm that these payment shall be additional to the commercial bid and may be required on advance basis	Yes Media buying(except social media I e facebook Twitter instagram etc..) will be paid by JSCL with Prior approval
81		Scope of work and Deliverables (Point 3 CRM)	The RFP states using the CRM tool for the project but doesn't mention anything regarding additional budget for the same	Please refer Commercial bid Format S.No.1 of RFP

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82		Key Influencer Programme	The RFP states about cross collaboration program for greater impact but it does not mention anything regarding the budgets and payments regarding the same as those are additional cost which are billed separately.	Please refer Commercial bid Format S.No.1 of RFP
83		Manpower Provisioning for Creative, Branding & Social Media Management	The education criteria for Graphic designer states degree in Graphic designing and animation we request to consider Diploma in Animation and graphic designer as well.	Not Agreed
84		Manpower Provisioning for Creative, Branding & Social Media Management	The Education criteria for Content writer states Post Graduate/Graduate in Journalism/Mass communication. Request you to consider Post Graduate of Graduate in Language (MA English/Hindi)	Not Agreed
85		Live Audio-Visual coverage of JSCL events	From point O to U the given information is not relevant to Live Audio-Visual coverage of JSCL events. Request you to please confirm	Bidders would be responsible for Live Streaming of JSCL Events in all social media platforms
86		Detailed Promotion and Media Strategy including the comprehensive media planning, city branding on social media, i.e youtube, facebook, hangout, instagram, etc all other major important social platform ( Per month basis)	Request clarification – Whether this cost should consider the monthly Cost of 10 resources (provided as per the table on page 29) .	Not Applicable

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87		Manpower Cost	Request Clarification on "The manpower cost quoted shall not be paid to the bidder separately. This cost may be used for scope of activities which may qualify for the change request upon approval of JSCL."	Kindly Refer Corrigendum
		<b>Precise Automation</b>		
88	Page number 19, Pre-qualification criteria Point number 1	The bidder must be a company registered in India under the Companies Act, 1956/2013 for Last 5 years.	Sir, it is to request you to please allow Proprietorship Firms so that we can participate actively.	Not Agreed
89	Page number 20 Point 4.2 Detailed Marking System	Annual Turnover - Bidder's average annual turnover for the 2014-2015, 2015-16 and 2016-2017. Audited Financial Statements/ Auditor's certificate to be submitted.	Sir its a Kind request t please change this to  Annual Turnover - Bidder's average annual turnover for the 2013-2014, 2014-15 and 2015-2016.  Audited Financial Statements/ Auditor's certificate to be submitted.	Not Agreed

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