

RFP No: ELE.68/2019/PT-1

**RFP Name: Engagement of an Agency for Systematic Voters' Education and Electoral Participation (SVEEP)
Pre bid Queries & Replies**

Sl. No.	RFP Document Reference (s) (Section & Page Number(s))	Content of RFP requiring Clarification (s)	Points of Clarification	Raised By	Query Date	Election Dept. Remark/Reply
1	Page 18 4.1 (B) Key Personnel Technical Evaluation Criteria – A Sl. No 5 - Key Experts' qualifications and competence for the Assignment	a) Position K-1: Content Creator -1 (5marks) b) Position K-2: Content Creator -2 (5marks) c) Position K-4: Graphic Designer -1 (3 marks) d) Position K-3: Translator -1 (2marks)	Positions K-1 & K-2 are similar so request clarification on what is the difference in the two positions along with what kind of content is expected from the two positions. Also, request clarification on what language translation is required.	Insight Brandcom Pvt Ltd 9706089025 info@insightbrandcom.com;	7-Feb-21	There are multiple activities to be done during Election Process so we need 2 Nos of Content Creators with similar qualifications as they can bring more Innovative and varied ideas. Language translators required English, Assamese, Bengali, Hindi, Bodo.
2	Page 18 Technical Evaluation Criteria – A Sl No 8 - Experience of working with any project either Government organization or private organizations with minimum 1.5 lakh followers in last three years for at least one project (ongoing projects will be considered)	1. 2.5 lacs or more (10 marks) 2. 1.5 lacs – 3 lacs (5 marks)	The maximum mark under this criterion is 10 marks but it is listed as 5 marks. Request correction in this criteria and subsequent total.	Insight Brandcom Pvt Ltd 9706089025 info@insightbrandcom.com;	7-Feb-21	Refer to Corrigendum Published on 6 th February, 2021.
3	Page 18 Technical Evaluation Criteria – A Sl No 9 - Registration with DAVP (BOC)	Registration with DAVP (BOC) – 10marks	Request that the marking for this criterion be relaxed as DAVP Registration is not generally required for Social Media Management.	Insight Brandcom Pvt Ltd 9706089025 info@insightbrandcom.com;	6-Feb-21	It is not just about Social Media Management, but includes both Social Media Creative Content Creators, disseminations and SVEEP activities. As it is a sensitive and important activity, we prefer a Multi Media Creative Agency which is empaneled /registered with DAVP.

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4	ANNEXURE 7: Format of Financial Bid in page number 36	Manpower cost is to be calculated as Total = AxBxC (in INR) . Here three resources are to be provided.	<p>The Scope of work mentions of an extensive social media campaign which includes campaign strategy, Project Management, Social Media Management, Content Conceptualisation and Development, Paid Marketing Campaigns and Extensive Response Mechanism. These costs are not covered in the financial bid document.</p> <p>The implementation will be smoother with an entire team working on the campaign and only three resources will not be able to deliver desired results.</p>	<p>Mode India info@modeindia.com;</p>	6-Feb-21	We would want to discover the cost of 1 Content Creator & since we require 2 (two) Content Creators of same qualification it will be multiplied by 2 to arrive at the final cost
5	Page No 37 Point 7 in Annexure 7	Media Monitoring Tool for extensive monitoring of the social media platforms Digital Medium	The price quote for a Media Monitoring tool is asked whereas it is not mentioned in the Scope of Work.	<p>Mode India info@modeindia.com;</p>	6-Feb-21	As Media Monitoring is not in the Scope of the RFP, this line shall be ignored.
6	Point No. 4: Prequalification Criteria, in Table: Point No. 4	The bidder must have completed one assignment or presently managing social media projects such as Facebook, Twitter, Instagram etc. for a Government/ private entity with at least 1-1.5 Lakh followers/ persons liking/reviewing the content on a topic or page in last three years.	<p>1 lacs or more (10 marks) 1.5 lacs – 3 lacs (5 marks) Should be considered as</p> <p>The revised criteria is above 20 Thousand 5 Marks & 10 –20 Thousand 3 Marks has to be considered for Evaluation.</p>	<p>Exclusive Advertisement ginir@exclusivead.in</p>	07-02-2021	<p>Revised Criteria will be:</p> <ul style="list-style-type: none"> ▪ 20,000 and Above followers- 5 Marks ▪ 10,000 – 20,000 followers – 3 Marks

Note: Please refer to Corrigendum in Next Page ***

Corrigendum

Sl. No.	Provision in the Bid Document	Amendment Provision
1.	<p>2.5 Earnest Money Deposit</p> <p>a. Each bidder is required to submit Rs. 25,000/- (Rupees Twenty Fifty Thousand only) as Earnest Money Deposit (EMD) in the form of Demand Draft from Nationalized Bank / Scheduled Bank in favour of “Chief Electoral Officer, Assam”.</p>	<p>2.5 Earnest Money Deposit</p> <p>a. Each bidder is required to submit Rs. 1,50,000/- (Rupees One Lac Fifty Thousand only) as Earnest Money Deposit (EMD) in the form of Demand Draft from any Scheduled Commercial Bank in favour of “Chief Electoral Officer, Assam”. Please consider Rs. 1,50,000/-</p>

Sd/-

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