

Pre-Bid Queries for EOI for Social Media Agencies

Sr. No.	Name of Company	Clause No.	Page No.	Content of RFP Requiring Clarification	Change Requested / Clarification Required	Remarks
1.	M/s. Vijay Sutar			Interested in your tender of social media. But we have a query that we have to fill up the tender in Joint Venture. Is it allowed or not?		Not Allowed
2	M/s. Span Communication	22	1.4 Evaluation criteria	Bidder should have had a Minimum Annual Average Turnover of INR 10.00 Crores in any 3 out of 5 financial years (From the year 2017 to 2022) in services related to Social Media Activities and website management. The CA certificate should clearly mention the Turnover in Social Media activities and website management only.	It is requested to kindly give relaxation for this clause. Request you to kindly reduce Minimum Annual Average Turnover of INR 10.00 Crores to 05 Crores in any 3 out of 5 financial years (From the year 2017 to 2022) in services related to Social Media Activities and website management. Please modify the clause like this. Minimum Annual Average Turnover of INR 05 Crores in any 3 out of 5 financial years (From the year 2017 to 2022) in services related to Social Media Activities, Digital Media and website management.	Bidder should have had a Minimum Annual Average Turnover of INR 10.00 Crores in any 3 out of 5 financial years (From the year 2017 to 2022) in media/ marketing and website management. The CA certificate should clearly mention the Turnover in Social media, Media activities and website management only.
		22	14 Evaluation criteria	The Bidder should have completed at least two projects related to Social media and website management in the last 7 years from Bid Due Date for o State/ Central Tourism boards, and/or o Big Corporates (Tourism based) like Airlines, OTAs, Resorts etc., Note: For eligible projects, minimum engagement shall be for a period of 8 months over a period of 12 month	Request you to kindly allow to submit projects for State / Central Governments clients too (including Boards, Institutes, PSU, Corporation, Department, Ministries) need to understand what is the Open competitive Bid refereed to? Are we required to submit any cost for given scope of work	i. NA ii. Yes
		22	2	Annual Average Turnover of INR 10.00 Crores in any 3 out of 5 financial years (From the year 2017 to 2022) in services related to Website management and Social Media activities. If Y is > 10.00 & < 15.00: 10 points If Y is > 15.00 & < 20.00: 15 points If Y is > 20.00: 20 points Y is Annual Average Turnover in the last 3 FYs in INR Cr	It is requested to kindly give relaxation for this clause. Request you to kindly reduce Minimum Annual Average Turnover	NA

		23	3	Experience of projects related to Website management (components of advertising, media planning/ buying or social media, Website management and content strategy), in the last 7 years (from Bid Due Date 5 marks for projects for the State / Central Governments (including Boards, Institutes, PSU, Corporation, Department, Ministries) 10 marks for projects for Big Corporates with tourism background. 20 Marks for Project handling with Product building, Marketing strategy designing and execution. Note: All eligible mandates, shall get additional 10 marks provided Bidder has provided continuous services for more than 2 years (as on Bid Issue Date) to the same client through an original / extension / renewal order. O R The scope of work includes components of social media. OR State / Central Government Clients with mandates specific to the Travel and Tourism sector.	Request you to kindly reduce period - continuous services for more than 1 years (as on Bid Issue Date) instead of 02 years Also requested kindly consider on-going projects too.	NA
		1.4	21 Evaluation Criteria	The agency must have expertise in social media management and content creation with minimum 7 years' experience in handling social media of the tourism sector. Example: Tourism boards, Airlines, Hotel chains, OTAs, Travel & Tourism organizations, Travel blogs, Cruise lines etc	This clause will put lot of agencies out of the race, can this be reconsidered and this clause reduced to 2 years	The agency must have expertise in social media management and content creation with minimum 3 years' experience in handling social media, as well as media projects related to the tourism sector.
		1.4	22	Bidder should have had a Minimum Annual Average Turnover of INR 10.00 Crores in any 3 out of 5 financial years (From the year 2017 to 2022) in services related to Social Media Activities and website management. The CA certificate should clearly mention the Turnover in Social Media activities and website management only.	Can this be reduced to 2 cr	NA
		1.4	22	The Bidder should have completed at least two projects related to Social media and website management in the last 7 years from Bid Due Date for o State/ Central Tourism boards, and/or o Big Corporates (Tourism based) like Airlines, OTAs, Resorts etc.,	This clause needs to be reconsidered and removed	NA

		2.3.1	10	For the first month Minimum organic reach to be 18M, video views to be 2.75M, and engagement to be 80k. Growth rate month on month must be 2.5% without paid activities.	Clarification is it 1.8mn or 18mn, as the follower base is also not so high for organic reach to reach 18mn. And 2.5% growth has been calculated on what data.	<ol style="list-style-type: none"> 1 Million This is the benchmark we have set for the social media.
3	Maxposure Media group(I) Pvt. Ltd	1.4	21	Agency must have sufficient staff of experts for handling various activities they are assigned for. The agency must include following members in their team (Team member's profile and previous work experience screening would be preferred):	How much time will the agency get to set up the new team?	15 days from the date of issuing the letter of intent to the successful bidder.
				This project aims at providing high quality creative content in English, Hindi, Marathi and other International and Indian regional languages so as to provide an immersive and engaging content to the intended target audience of Maharashtra Tourism across various media	Clarification Required: Apart from English/Hindi/Marathi languages- who will bear the cost of translation in other Indian and International languages?	Bidder should bear the cost.
				If required, initiation & creation of new social media handles is to be taken up, that also includes prevailing OTT services, existing web online communities pertaining to the tourism sector alongside various other services.	Clarification Required: Please specify the prevailing OTT platform being used?	No OTT platform is being used so far
				maharashtratourismofficial +1	Clarification Required: 1. Please specify the second Instagram handle. 2. Please specify if the same posts are to be promoted on both the platforms?	<ol style="list-style-type: none"> Instagram handle needs to be created. Content has to be different, as the handle would be made for a different purpose. For the most part it would be, events, announcements and policy updates
				8 Videos of min 2 Minutes (long format videos) with Adapts of 1 Minute and 30 seconds.	Clarification Required: To create so much content the team will have to constantly travel around the state. Will DOT pay for travel and stay?	Bidder should bear the cost.
				For the first month Minimum organic reach to be 18M, video views to be 2.75M, and engagement to be 80k. Growth rate month on month must be 2.5% without paid activities.	Clarification Required: Can DOT share last six-month performance data of all the platforms to understand the current scenario?	NA

				Boost 2 posts/ events monthly. The posts would be a combination of the reels/static posts that received most engagement/ views as well as events/ announcements, directed by DoT. Minimum reach should be 1 lakh per post, and minimum engagement rate Clarification Required: Will DOT pay for boosting these posts/events separately or does it have to be included in the retainer amount in the financial bid? should be 2%. Reports and result must be in accordance with the objective of the boost campaign. (Objectives must be decided by discussion with DoT's Poc). Posts may be in regional as well as international languages, as per the regions decided by DoT	Clarification Required: Will DOT pay for boosting these posts/events separately or does it have to be included in the retainer amount in the financial bid?	Bidder should bear the cost.
				ii. Circulating messages/ announcements sent by DoT to the relevant groups and stakeholders	Clarification Required: Does DOT have data of relevant groups and stakeholders?	Yes
		f.(Whats App)	14	iii. Keep updating contacts of stakeholders, update 5k contacts in a year. Clarification Required: Who will provide this data?	Clarification Required: Who will provide this data?	Bidder has to gather this data
		g.(Newsl etter)	14	Write and disseminate newsletters to the focused groups quarterly.	Clarification Required: How many approximate pages is each newsletter?	1 page
		1. Website Develop ment/ Manage ment	16	i. Product designing: Designing the website UI and UX from tourism perspective, making it look aesthetic, appealing, user friendly and of international standard	Clarification Required: Does the DoT require a new website to be built from scratch? If yes, will the selected bidder do so? Or will the bidder be responsible only for website content strategy and creation? If a new website has to be developed, how will the DOT pay for it, including for third-party APIs/platforms required in a website?	i. Agency has to work on the same website as well as another website to be made for official purpose (with content like Tenders/ registrations/ policy update etc). ii. Bidder requires the website to be conceptually designed from the tourism and user experience perspective, strategize the content, placement, create the content, and ensure its uploaded on the website.
		1. Website Develop ment/ Manage ment	16	iii. Making a robust Chatbot for easy query resolution and data collection.	Clarification Required: Will this be AI-enabled? Is the bidder required to develop this?	Yes for both.

		1. Website Development/ Management	16	vi. Coordination with DoT team and technical website agency to get the tasks done.	Clarification Required: Which technical website agency?	The agency appointed by DoT for Developing and maintaining the website.
		1. Website Development/ Management	16	viii. Help DoT with technical consultation regarding the website development and maintenance.	Clarification Required: Does this mean another agency will develop the website?	Yes
		Clause 2.3.2 Other related work	17.13	For all social media accounts the organic growth rate should be minimum 2.5% per month, and the growth and engagement has to have an upward trend every month. Performance of the agency will be assessed through this.	Clarification Required: What is the current organic growth rate per month of all social media platforms?	NA
		Clause 2.3.2 Other related work	18	4. The agency must appoint professional Photographers and Videographers to shoot various events- Regional, commercial, events organized by and participated by DoT, and other events in the interest of tourism, as and when directed. Agency is required to submit high quality* images & make high quality* videos for DoT. Submission of Raw content will be required	Change Requested: Photographers and Videographers are not mentioned in the team requirement on Page 21 of the tender. Will request to add.	i. Cinematographer is mentioned. ii. Photographer is required (all professionals shall be approved upon assessment by DoT).
			17.18	5. The agency will write 2 International style blogs for the website as well as content for web page updates of new event, destinations etc.	Clarification Required: What would be the frequency of these blogs?	Monthly
			18	8. All paid activities will be done separately through tender process. The social media agency is expected to be working in liaison with the selected agency for the smooth flow of the activities. 8. a) If the on boarded social media agency quotes lowest from other bidders, it will be granted the tender	Clarification Required: Does this mean that the selected bidder will not be responsible for the paid activities and that there will be separate tenders floated by DOT for these? Change Requested: Paid marketing is normally done by the selected bidder as per industry practices. It is implemented only basis approvals on the plan shared by the client. Hence, will request omitting this clause and including it in the SOW of the bidder.	Paid activity mentioned in the scope of work needs to be done by the appointed agency. This point is valid only for activities that are out of scope of work of the agency.
			18	10. Agency must Collaborate with minimum 5 celebrities/ influencers on monthly basis(approved by DoT's POC). Minimum follower's requirement of the celebrity/ influencer is 1lakh and engagement rate should be the best industry standards. This will be a non-financial activity	Clarification Required: Even micro influencers charge money according to industry standards, so should this amount be included in retainership quote?	Bidder should bear the cost

			18	13. The agency must buy Following assets for promotional purpose and submit to DoT office with the bill: Camera: Sony A7-4, Lenses: Sigma-16-35, 28-70, Flash-Godox 860 and silicon light diffusers kit.	Clarification Required: Will the cost of these equipment be paid by DOT?	As mentioned above
		Clause 1.2	19	General Question	Clarification Required: Will the payment be made monthly by DOT?	Yes. Billing shall be done on monthly basis, post submission of the monthly report and assessment of the deliverables.
		Clause 1.2	19	10. Number of resources may vary based on project requirements by DOT. Payment will be made on actual deployment of resources as per the quotations submitted by the bidder	Clarification Required: In the commercial bid format, DOT has asked for a retainership amount. Hence please clarify how the payment will be made as per deployment of the resources?	NA
		Clause 1.4 Evaluation Criteria	22	The Bidder should have completed at least two projects related to Social media and website management in the last 7 years from Bid Due Date for o State/ Central Tourism boards, and/or o Big Corporates (Tourism based) like Airlines, OTAs, Resorts etc.,	Clarification Required: 1. Can we give client details for other government clients (not related to tourism)? 2. Can we give client details for clients we manage website (not created)?	NA
		Clause 1.4 Evaluation Criteria	23	Point 4: Work Plan (planned visits, types of engagement, budgeting)	Clarification Required: 1. Can DOT share its 3-year event schedule with us to be able to submit a detailed work plan for the agreement period? 2. Does this presentation have to be submitted along the bid submission date of 29.11.2022 or does it have to be presented to DOT at the presentation stage?	i. NA. ii. At the Presentation stage.
		General Question		General Question	What is the approximate size of the project over 3 years?	NA
		EMD	3	EMD : Rs. 5,00,000/- by way of online payment system https://mahatenders.gov.in EOI should be submitted by interested parties	Clarification Required: Are MSME's exempted from the EMD payment?	Yes. But the bidder needs to submit the MSME exemption certificate.
4	M/s. Aubam Digital Solution	1.4. Pre-qualification criteria	21	The agency must have expertise in social media management and content creation with minimum 7 years' experience in handling social media of tourism sector. Example: Tourism boards, Airlines, Hotel chains, OTAs, Travel & Tourism organizations, Travel blogs, Cruise lines etc.	We request the authority to reconsider this clause as :- The agency must have expertise in social media management and content creation with minimum 7 years' experience in handling social media of any "State / Central Governments (including Boards, Institutes, PSU, Corporation, Department, Ministries)"	Mentioned above

		1.4. Evaluation Criteria	22	The Bidder should have completed at least two projects related to social media and website management in the last 7 years from Bid Due Date for State/ Central Tourism boards, and/or o Big Corporates (Tourism based) like Airlines, OTAs, Resorts etc., Note: For eligible projects, minimum engagement shall be for a period of 8 months over a period of 12 months	Kindly clarify: • Bidder have to submit at least two projects in the last 7 years OR • Bidder have to submit projects for each year for last 7 years	Bidder has to submit at least two projects in the last 7 years
		SHORT TENDER NOTICE	3	EMD: Rs. 5,00,000/- by way of online payment system https://mahatenders.gov.in	Kindly provide EMD exemption for MSME Register companies. According to Rule 170 of GFR, there is an EMD exemption on tenders for MSME business.	Yes. But the bidder needs to submit the MSME exemption certificate.
5	Goldmine Advertising	1.4. Pre-qualification criteria	21	i. The agency must have expertise in social media management and content creation with minimum 7 years' experience in handling social media of tourism sector. Example: Tourism boards, Airlines, Hotel chains, OTAs, Travel & Tourism organizations, Travel blogs, Cruise lines etc.	We request the authority to reconsider this clause as :- The agency must have expertise in social media management and content creation with minimum 7 years' experience in handling social media of any "State / Central Governments (including Boards, Institutes, PSU, Corporation, Department, Ministries)"	Mentioned above
		1.4. Evaluation Criteria	22	The Bidder should have completed at least two projects related to Social media and website management in the last 7 years from Bid Due Date for <input type="checkbox"/> State/ Central Tourism boards, and/or <input type="checkbox"/> Big Corporates (Tourism based) like Airlines, OTAs, Resorts etc., Note: For eligible projects, minimum engagement shall be for a period of 8 months over a period of 12 months	We request the authority to reconsider this clause as:- At least two projects related to Social media and website management in the last 7 years from Bid Due Date for any "State / Central Governments (including Boards, Institutes, PSU, Corporation, Department, Ministries)".	NA
		1.4. Evaluation Criteria (4)	23	Technical Presentation - Approach & Methodology	Do we have to submit a presentation and approach & methodology along with technical bid or eligible bidders will be called for presentation at a later stage? Please Clarify	Bidder has to submit that at the presentation stage.
		2.3. Scope of Work		The scope is specified below. It is to be noted that the roles & responsibility of the Agency will be inclusive but not limited to the following. The Agency will be required to carry out all activities and perform roles & responsibility to meet the objective of engagement with tourists / potential tourists. The agency shall be required to utilize	We request the authority to kindly clarify that for production third party costs like video shoot charges, VO artist charges, stock image and video hiring should be considered in the given cost or all third party charges will be extra at actuals.	Bidder has to bear the cost.

				back-end infrastructure like production facility/recording studio/etc. along with back-end experts like creative content writers, UI, UX designers, graphic designers, voice-over experts, animation and translation services etc. Necessary cost for the infrastructure/back-end experts (if any) should be included in the financial bid by the Bidder.		
		1. Website Development/ Management:	16	<p>i. Product designing: Designing the website UI and UX from tourism perspective, making it look aesthetic, appealing, user friendly and of international standard.</p> <p>ii. Making a skeleton of website based on various parameters suitable for tourists to get appropriate information on destinations/ experiences, spend time in content consumption, tools and UI to help in conversion.</p> <p>iii. Making a robust Chatbot for easy query resolution and data collection.</p> <p>iv. Designing new web pages and landing pages whenever needed.</p> <p>v. Designing regular, topical and strategic content for the website updating.</p> <p>vi. Coordination with DoT team and technical website agency to get the tasks done.</p> <p>vii. Content strategizing of articles, blogs, pictures, layout, look and feel of the website and various web pages.</p> <p>viii. Help DoT with technical consultation regarding the website development and maintenance.</p>	<p>We request the authority to kindly confirm if it is only https://www.maharashtratourism.gov.in/</p> <p>or both the websites</p> <p>https://www.maharashtratourism.gov.in/ https://www.mtdc.co/en/</p>	<p>https://www.maharashtratourism.gov.in/</p> <p>And additional website that is to be developed for official purpose, e.g., announcements, registration forms, Tenders, MOUs etc.</p>
		14. Contest/ Campaign Innovative Campaigns –	16	<p>The agency shall be responsible for carrying out innovative campaigns with bloggers/industry partners who are having strong digital presence, to support & sustain digital brand image of Maharashtra Tourism with top media houses throughout the tenure as & when required. It will include, but not limited to:</p> <p>i. Designing, managing and evaluating innovative digital media campaigns to support digital media presence of Maharashtra tourism.</p> <p>ii. Creating banners and mini video clips for all campaigns organized during the tenure.</p>	<p>We request the authority to kindly clarify that if any third party cost is involved in executing the Innovative campaign can it be billed separately at actuals.</p>	<p>The bidder has to bear the cost</p>

6.	M/s. Trizone Communication Pvt. Ltd.	1.4. Evaluation Criteria	22	Annual Average Turnover of INR 10.00 Crores in any 3 out of 5 financial years (From the year 2017 to 2022) in services related to Website management and Social Media activities. If Y is > 10.00 & < 15.00: 10 points If Y is > 15.00 & < 20.00: 15 points If Y is > 20.00: 20 points Y is Annual Average Turnover in the last 3 FYs in INR Cr	We request you to allow agencies which are having average annual turnover of last three financial years is rupees 2.5 Crores and more. Considering Trizone Entertainment Pvt. Ltd. is registered under MSME also, request you to provide relief/benefits decided by the State / Central Government to the MSME sector	i. NA ii. Yes. But the bidder needs to submit the MSME exemption certificate.
		1.4. Evaluation Criteria	23	Point No. 07 Agency is expected to have their own established Office in Mumbai. Registration certificate to be provided	Kindly allows undertaking letter submission from the agency for the deployment of qualified staff within 30 days of the tender awarded.	NA.
7	Added by DoT					Answering to queries that come on our email, segregating mails as per type of query, contacting DoT for any emails that need our attention, clearing spams and creating spam filters. Doing the overall maintenance of the email account. Including monthly payment of the space. Email- connect.dotmh@gov.in
						Make creatives for websites, social media and banners for festivals, events, announcements etc., whenever required by DoT.

Note: 1. Payment of Document Fee and EMD should be paid in the <https://mahatenders.gov.in> only.

2. Bidder should submit the proposal through online portal as mentioned in RFP Tender documents. If any document of Tender is not readable, in that case agency has to give hard copy.