

**MINUTES OF PRE-BID MEETING HELD ON 30 MAY 2016 FOR ENGAGEMENT OF DIGITAL AMPLIFICATION AGENCY FOR NITI AAYOG**

<b>Sl. No.</b>	<b>Para No.</b>	<b>Clause</b>	<b>Pre-bid Queries</b>	<b>Reply</b>
1	2.6.4	Minimum Qualification Criteria	Who are eligible to apply as no conditions such as length of experience, turn over, etc have been indicated in the RfQ-cum-RfP document?	The agency should be capable of executing the job and should have required employees / artists. Conditions of length of experience, turnover have not been mentioned so as to allow start-up also to participate.
2	Form 3 F	Creative Vision and Strategy	How the write up of creative vision and strategy which has 25 points will be evaluated?	Creativity is a subjective matter. However, strategy is pre-defined course actions to be taken by the agency for creative work of NITI Aayog. Bidders will be evaluated in relation to the best vision and strategy articulated by the most creative vendor.
3	2.5.1	Submission of proposals	Will there be an option to upload the cost into a predefined format as mentioned in the tender. Will offline submission be accepted?	The tender will be uploaded online as mentioned in 2.5. The Applicant shall submit his proposal in four covers containing details of EMD, Pre- Qualification Proposal, Technical Proposal and Financial Proposal respectively, on e- procurement portal. No cover, other than EMD shall be accepted in physical form.
4	Sector 5 B)II	Media Strategy and Direction	Do we have to manage offline media also as mentioned in Sector 5 B)II?	Largely online media.
5	Form 3H	Social media management	What is the scope for social media management & who will work on the creatives for the social channels?	Social Media Handling – Social media page handling will be a part of the scope for Digital Agency as it will overall help in planning and implementation for the complete digital marketing strategy. While the creatives still remain a part of the Creative Tender.
6	Form 4B	Maintenance of website including hosting	Will the Digital Agency manage the hosting and should that be a host head in the costing?	The digital agency will only work on the technical aspect of the hosting & the hosting will be managed by NIC. Only managing & maintenance cost of the website to be taken in consideration while costing for this point
7	Section 5	Website development & maintenance	Website development scope is not mentioned & what will be the scope of website development	Scope mentioned below:

### **C. WEBSITE DEVELOPMENT & MANAGEMENT**

Build and maintain the portal for NITI AAYOG's initiative –including updating content and maintenance of the backend with an objective of collection of data and promotion of facilitation services and analyzing the response to the interactive portal on factors identified by NITI AAYOG.

- i) Website build and development
  - (i) Responsive build
  - (ii) Site Map + UI and Wireframe designing (Design templates will be provided by creative agency basis suggested UI/Wireframe given by Digital agency)

### **D. CMS setup**

- ii) Maintenance of the website on current framework
- iii) Ability to upgrade to a new framework keeping the website dynamics in mind
- iv) The CMS must be scalable and should support any custom requirement in future