

F.No. 13/05/2017-CMU
NITI Aayog (National Institution for Transforming India)
Communication Cell

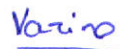
NITI Aayog Bhawan
Sansad Marg, New Delhi-110001
Dated:10/10/2017

Subject:- RFQ-cum-RFP for appointment/ engagement of Digital Amplification/ Social Analytics & Website Development Agency for NITI Aayog- Extension of due date of submission of bids and response of NITI Aayog to pre-bid queries-regarding.

A reference is invited to NITI Aayog's Request for Qualification-cum-Request for Proposal (RFQ-cum-RFP) (Tender ID No.2017_PC_248713_1, Tender Reference No. 13/05/2017-CMU), published on CPP portal and NITI Aayog's Website on 22/09/2017 seeking online bids on or before 12/10/2017 upto 1100 hours. In deference to the requests received from vendors during the Pre-Bid Meeting held on 04/10/2017, the Competent Authority is pleased to extend the last date for submission of online bids to 31/10/2017 upto 1100 hours. Consequently, the following changes in the Tentative Schedule of the further tendering processes are notified as under:

Sl. No.	Tendering Process	Earlier Date	Revised Date
1	Opening of Technical Proposals	13/10/2017 at 1100 hours	01/11/2017 at 1100 hours
2	Display of list of applicants who respond to the RFQ-cum-RFP by the due date and time on CPP portal and NITI Aayog's Website.	13/10/2017	01/11/2017
3	Presentation by applicants in NITI Aayog	Date and time to be conveyed through email.	Date and time to be conveyed through email.
4	Display of list of Technically Qualified Applicants on CPP portal and NITI Aayog's Website.	23/10/2017	13/11/2017
5	Opening of Financial Proposals of Technically Qualified applicants	Date and time to be conveyed through email.	Date and time to be conveyed through email.

2. Replies to Pre-Bid Queries received online within the stipulated date and raised during the Pre-Bid Meeting held on 04/10/2017 in NITI Aayog are attached herewith.



(Varina Nathani)
Under Secretary to the Government of India
011-23042663

SI No.	Query Raised by firms	NITI Aayog's Response
1	Please specify the purpose of the website and the features required with reference to Clause 2.6.4 MinimumQualification criteria - Page 13 of the Tender document	Will vary depending on the project.
2	Does the person have to work from client site or from agency office?	Agency's Office
3	Will the budget for engaging influencers become a part of the financial bid?	Yes
4	Please clarify the scope of offline campaign	Strategy, outreach (print + digital) to ensure maximum online traction
5	Please elaborate on what kind of products are required?	Videos (Animation as well as real videos), Blogs, Posts on Facebook, Twitter, Periscope, Facebook Live, Google hangouts, webminars, Q&A (As mentioned in list of monthly deliverables).
6	Please clarify the requirement, since it is not part of the deliverables.	As required from time to time.
7	Do we need to attach the company's financial documents of the past one year, in our technical bid?	To be attached only in the case of agency being a Start-up as mentioned in Clause 2.6.4 at Page 13 of Tender document.
8	On page 42 of the RFP is it mentioned that 2 full time employees will work in close coordination with & under the supervision of Adviser/Director/Consultant(Communication). Will these be embedded resources? If yes, then what is the role (Content, Creative, Servicing, web development), designation that NITI aayog is expecting to have as embedded resource?	The 2 full time employees can work from the agency's office. However, periodic visits to NITI Aayog are needed twice a week.
9	On page 41 of the RFP last paragraph mentions that break up of costs for Each of the items need to be submitted on separate sheet of paper. Will this be attached with Form 4B separately or the breakup may be included within the form itself?	The break up may be included within the form itself.
10	How much travel is expected in the course of this work, which we should figure into our costs?	Will depend on the nature of campaign(s) initiated by NITI Aayog and the same can not be quantified at this stage.
11	As per GFR rule 170 Amended and published 2017, It is required that the organizations registered under Ministry of MSME/ NSIC, to be exempted form submission of EMD. Our Company is registered under the same. Please confirm whether the exemption will be applicable for us.	Yes, Please furnish proof/ Certificate of registration issued by Ministry of MSME.

12	How many team members will be required to execute the project? Please clarify.	Approximately 12, 5 in Website Team, 5 in Creative Team & 2 for day-to-day assignments. The members of the team should be Technically and Professionally competent to undertake each item mentioned in the scope of work.
13	Where will the Team be placed – OFFSITE or ONSITE?	Offsite, with periodic visits to NITI Aayog as and when required.
14	Please clarify the Team Composition with special mention to the role and educational qualification of each member	Technically/ Professionally competent to execute each item in the scope of work.
15	NITI AAYOG will provide hardware and software to the team members for the project. There is no mention about it the tender document. Please clarify.	No such provision exists in clause 2.13 at Page 18 of the tender document under the heading “Data Sheet”.
16	1. What certificate or proof bidder needs to submit under Minimum Qualification Criteria? Kindly provide list of all such certificates or documents.	No Certificate is required. Self-Certification will be sufficient. The agency should be capable of executing the job and should have the required technically and professionally qualified employees/ artists.
17	1. Please provide list of items for what you need break up. This will bring all bidders on same page and it will be easy for you to evaluate also. Kindly consider.	The list of items against which the cost estimates are to be given is already provided in Form 4B.
18	1. We assume that by this clause you are referring to the website for which you are looking for maintenance is that same website which will be developed by the successful bidder under this project. Kindly confirm. 2. If not, then please let us know which website bidder need to maintain? 3. Please provide technology platform and duration for maintenance.	1.Yes. It also includes maintaining existing websites of NITI Aayog including but not limited to AIM, Energy Portal, GES etc. 3.PHP Platform and Coterminus with duration of the tender.
19	1. Do you want to revamp the existing website (http://niti.gov.in) or you want to create the website from the scratch? 2. Please also share detailed scope of work (features and functionalities) for website development. 3. Do you have any technology stack for the proposed project or bidder can suggest technology? Kindly confirm.	1.As may be required. 2. Depends on the website to be developed. 3. Bidder can suggest. (Currently on PHP Technology stack.)

20	<p>1. From this clause, we understand that you also want to develop mobile application. Please confirm.</p> <p>2. If mobile application is also need to be developed then please provide answer for below questions.</p> <p>2.1. Detailed Scope of Mobile Application (Features & Functionalities)</p> <p>2.2. In which platform you need mobile application (iOS, Android, Windows)?</p> <p>2.3. Which Application Development will suffice the requirement? Native or Hybrid?</p>	<p>1. As and when required.</p> <p>2.1 Based on the scope of Application.</p> <p>2.2 On all platforms.</p> <p>2.3 Depends on the need, could be either.</p>
21	<p>1. Are you looking for complete revamping / redevelopment of NITI Aayog website twice in one year of contract period?</p> <p>2. If you are referring to different website(s) then please provide more details on this requirement.</p>	<p>Agency may have to develop at least two websites during the contract period. That apart, existing websites of NITI Aayog may have to be revamped. All websites will be maintained by the agency.</p>
22	<p>1. In the monthly deliverable, it is mentioned that Facebook / twitter trend - 2 in a month. So, it is just the report of trends or do we need to get two keywords/ campaigns trend on fb/ twitter. Please confirm.</p>	<p>Need to get two campaigns/ keywords trended.</p>
23	<p>1. Please provide number of expected online and offline events per month.</p>	<p>4 atleast.</p>
24	<p>1. Do bidder need to visit locations for LIVE events?</p> <p>If yes then please provide answers for below queries.</p> <ul style="list-style-type: none"> - List of locations to be covered during project period - We assume that we would get required support from client for any social media live activity like internet bandwidth at event location and manpower to assist with live shoot. - What would be frequency for onsite live SMM activity? - We assume that Smart Phone would be 	<p>1. Yes</p> <p>-As may be required.</p> <p>-No manpower will be provided. Internet may be provided depending on the venue.</p> <p>-Once a week at least.</p> <p>-Agency will need to carry the smartphone.</p>

	available with both client and vendor for SMM Live execution.	
25	1. Will there be any more social media platforms other than mentioned in the tender document? If yes, then please let us know all required social media platform.	Agency will have to suggest any other new platforms to enhance outreach such as Instagram, LinkedIn etc.
26	1. Offline Media – Please share what offline media you are looking. e.g. Newspaper ads, Bill Boards, Press Release, etc.	Print and TV Coverage (News items and Ads), among others.
27	1. Live Video - who will be responsible for production of live video and would be specific to location? 2. Please provide list of locations where live video is required during the project period.	1. Agency will be responsible. 2. Depends on the Campaign
28	1. How many Short Videos For Stakeholders NITI Aayog is looking for? 2. Would it be provided by NITI Aayog or bidder has to do it for Social Media Promotions?	1. At least Four videos in a month. 2. Bidder has to create for Social Media Promotions.
29	1. Can you please elaborate the statement / requirement?	Agency will have to ensure regular Blog updates on the website by reaching out to relevant influencers/ stakeholders based on the need.
30	1. We assume that bidder will get Raw Footage from Niti Aayog for video development. Please confirm.	NO
31	1. Raw Content has to provide by Niti Aayog to create engaging content. Would we get access to Niti Aayog information dept.?	No raw content will be provided. Information/ Access to information will be provided to create the content.
32	1. As Development of website is different than other sections (Content Development & Management and Media Strategies) payment terms should also be different. We suggest below payments for Website Development. Kindly consider. 1. 35% On Approval of Website 2. 45% On Completion of 100% of Development 3. 20% On Go Live	1. This is not acceptable.
33	1. Request you to share the format of Technical Certificate for Completion.	Satisfactory Completion of assignment Certificate from Adviser concerned. No format prescribed.
34	1. We assume that hosting server to host NITI Aayog Website will be provided by NITI Aayog. Kindly confirm.	1. Yes (By NIC)

	2. Please also share server configuration.	2. Varies from website to website.
35	1. We assume that there no requirement of onsite resource deployment in this scope? 2. If onsite resources are required then please provide below details. 2.1. Type and number of resources per type. 2.2. Location for resource deployment. 2.3. We assume that PC, Internet, Furniture and Office Space will be provided by NITI Aayog for onsite resources. Kindly confirm.	1. Yes, however, periodic visits to NITI Aayog are needed twice a week. Agency's resources may be required at campaign sites on need basis.
36	Is bidder responsible to give reply on NITI Aayog's social media platforms for any comments received from the public?	Yes, on some, after NITI Aayog's approval.
37	How many Social Media Platform we have to use For Marketing?	As many as may be required for each campaign.
38	Whether the Financial Proposal should be inclusive or exclusive of applicable taxes?	The vendors may submit the Financial Proposal indicating with taxes and without taxes.
39	What is the expertise of these two resources to be placed or it is up to the agency to decide. Would NITI Aayog be providing Internet, Laptops, Printers etc. for these resources?	The resources should be Technically and Professionally competent to undertake each item mentioned in the scope of work. No, NITI Aayog would not provide any laptops, Printers etc. However, Internet would be provided depending on the location.
40	Would the agency be asked about event management expertise? Would this be on separate cost?	No, the agency does not require to have management expertise.
41	Are there any milestones to be achieved for followers, impressions etc.	No separate milestones for followers. However, every item in the illustrative list deliverables has to be met with.
42	The deliverables mentioned is two websites built in a year, what are the maximum number of pages that would be required in a website? This also mentions mobile applications development but the cost and summary does not ask for a separate cost. Please clarify about the number of apps to be developed. Should the agency include this in financial bid?	The number of pages in the website will depend on the particular initiative. The agency may consult existing websites of NITI Aayog, such as AIM, GES, Energy Portal etc. for reference. The agency may also account for possible development of a mobile app in the financial bid.
43	Should the cost for onboarding influencers to engage with NITI Aayog's initiatives/ campaigns on social media be included in the tender or can agency submit separate media plans as and when required by NITI.	This depends on the Agency's expertise. NITI Aayog will not pay for onboarding influencers.
44	Whether Cost of videos (animation/ live action & short video bytes) is to be provided separately in summary of cost which is not considered in Financial bid. Whether the cost would be considered over and above the deliverables, if required?	No.