

RFP for Social Media of DDA

Clarifications raised during the pre-bid meeting held on 24.1.2019 at 11.00 a.m. in the chamber of Commissioner-cum-Secretary, DDA.

Sl. No.	RFP Document reference (Para, Page no. etc)	Content of RFP Clarification	Points of Clarification	Amendment / Clarification
1.	Page no.3 5. Earnest Money Deposit (EMD)	Bidders shall submit, along with their Bids, scanned copy of EMD of INR 5,00,000 (Rupees Five Lacs only) in the form of a Demand Draft issued by any scheduled commercial bank in favour of Accounts Officer (Cash) Main DDA payable at DDA Delhi, and should be valid for six (6) months from the due date of the tender / RFP	Is there any MSME exemption? If not can the agency submit Bank Guarantee instead of DD. Please clarify.	Yes. But certificate of MSME has to be uploaded.
2.	Page No 8 b) Formulation of Brand strategy:	iv. Formulation of creative vision / communication strategy of a period of three years for each of the programmes, and DDA as a whole, to build on and amplify DDA's mission and schemes.	The duration of the contract is 2 years, please clarify why a 3 years strategy is required? Or is this an error?	Since the duration of contract is for 2 years extendable to one year more i.e. 3 years, strategy for 3 years is required.
3.	Page No. 9 b) Formulation of Brand strategy:	Payments for the on-boarding and campaign execution will be borne by DDA	Does this include digital media spends required for campaign execution? Would the agencies be required to submit separate digital Media Plans as per the campaign requirement which would be approved & the costings would be separate than the tender cost?	Only the component of paid campaigns for Social Media approved by DDA will be paid extra as per actuals.
4.	Page No 9 d) Social Media	c) Youtube: A channel on Youtube has to be created wherein all audio visual media, interviews, animated films, etc., will be posted. The selected agency will be responsible for media planning and creating scripts	- The Agency would not be required to make/produce videos for this? Only scripts needs to be provided? Please clarify? - If the videos are made by the agency, would this be a separate cost? Please clarify? - how many Videos and duration of the videos needs to be specified. Please clarify	Producing of videos is not required. Only scripts are to be prepared.

5.	Page No. 9 d) Social Media	1. Blogs (Online / Offline) The selected agency is required to coordinate and make all necessary arrangement for creating blogs, media planning for blogs, media planning for blogs and getting known personalities to write blogs	- Please clarify how the number of blogs in a month required by DDA? - Please specify the known personalities for DDA? Does DDA have a list, Please understand that this activity; would require huge cost, would DDA be pay separately for this activity.	Two blogs a month will be required and the cost will be all inclusive except GST.
6.	Page No. 10 a) Social Media	The agency has to ensure at least 300 posts across each social media platform.	Please specific if this number is whole year. We would suggest to have only 1 post/tweet in a day & 30 tweets/post in a month	300 posts across two platforms i.e. Facebook and Twitter per month.
7.	Page no. 10 Form H: Team Structure	All resources will need to be based at DDA on full-time basis, for the duration of the contract: in Total 6 resources	We suggest that there is no requirement for Onsite resources as per the scope of work, we can have 1 Manager who can visit your office regularly for Content Dissemination & sharing strategies, Reporting & approvals. Please amend this clause	Two resources to be stationed onsite supported by a team at the backend.
8.		Social Media Expert 02 nos. Graduate in communication / Humanities / Engineering from reputed institutes.	We request to amend this clause as the social media expert does not require the engineering, communication/humanities etc., a management grad/BCOM also provide the same skill set.	Graduate with an experience of Social Media for two years.
9.			The Scope of Work: Media buying, who will be responsible for media buying? Will it be done directly by DDA? Kindly clarify	Same as at Sl.No.3.

10.			Will there be separate posts for Twitter and Facebook or the same content be reposted	Core contents remain the same but would require different style to cater to the different target group on different platforms.
11.			d) Social Media: How many tweets will be posted per day. Please specify a number. Anything more than 2-3 can seriously affect the engagement.	Same as at Sl.No.6
12.			For live streaming of Twitter are you looking at a high-quality streaming shot on HD camera?	High Quality shot/video on HD Camera or Mobile Phones
13.			Events: what type of events will these be? Will any events be outside of Delhi?	Events are of inauguration of projects, award ceremonies etc. But not outside Delhi.
14.			Can we get a topic so that evaluation at your end will be standardised?	You are free to select a topic based on understanding of DDA