

**Response to pre-bid queries for Creative Cum Media Agency for MyGov
File No. 2(1)/2016-MyGov(Vol-I)**

S. No.	Bidder Name	RFP Document Reference(s) (Section and Page Number(s))	Content of RFP requiring Clarification(s)	Points of Clarification	MyGov Response
1	Goldmine Advertising	Point no.3 on Page no.7	Earnest Money Deposit of amount Rs. 10,00,000 (INR Ten Lakhs Only) by Demand Draft in favour of "MEDIA LAB ASIA-MYGOV" and payable at New Delhi from any of the nationalized/ scheduled commercial Bank OR Bank Guarantee as mentioned in Annexure 2, Clause 7.6	As per the circular issued by Government of India, Ministry of Micro, Small & Medium Enterprises, Office of the Development Commissioner (MSME), EP&M Division with F.No. 22(1)/2003/EP&M dtd. 29.07.2003. Agencies registered for MSME with NSIC under its Single Point registration scheme are eligible for the exemption of tender fees and EMD. Goldmine Advertising Limited is registered for MSME with NSIC under the Single Point Registration Scheme Ref. No. NSIC/GP/AND/2016/44227 dtd. 12/05/2016 valid till 11/05/2018 and are exempted for tender fees and EMD. We enclose the supporting for your reference. 1. Registration certificate with NSIC 2. Circular F.No. 22(1)/2003/EP&M dtd. 29.07.2003 Keeping the above fact, we request you to add the exemption clause in the corrigendum.	Agreed. Please find the clarification in the corrigendum. "Bids must be accompanied with the Bid Security / Earnest Money Deposit (EMD) as mentioned above in the form of crossed Demand Draft / Pay Order or Bank Guarantee. In case Bidder is Micro or Small Enterprise registered with District Industries Centers or National Small Industries Corporation or any other body specified by Ministry of Micro, Small and Medium Enterprises, shall be exempted from submitting EMD subject to submission of valid certificate of MSME. Indian Central Public Sector Undertakings / Enterprises shall also be exempted from submitting EMD subject to submission of required declaration in this regard. If the MSME/ Indian Central Public Sector Undertakings / Enterprises Bidder does not provide the appropriate documentary proof or any evidence to substantiate the above, then the bid shall be summarily rejected"
2	Goldmine Advertising	Point no. 7 on Page no.23	Minister/Chief Minister: The Bidder should have carried out at least 3 projects in the last 3 financial years for Government of India or any Central / State Ministry / Corporate involving the Hon'ble Prime Minister or Hon'ble President of India or Hon'ble Chief Minister, out of which one project should be of a minimum value of Rs. 2 crore.	It is given that our of three projects one project should be of a minimum value of 2 crores. Can this minimum value of on project be made 1 crore instead of 2 crore?	No Change.
3	CONTRACT		General	Specific to the brief for Three year of Mygov. If the activity period is 1 week then the Key result areas as mentioned will not be achieved. The budget of 5 Cr is also low to achieve and spread campaign dissemination across the length and breadth of the country as is required. Please do give clarity. Most importantly, would there be an event for the celebration for three years? Being your current agency on record, as part of the presentation, would you still want us to share our complete credentials?	The activity period should be considered as 1 month and the revised budget be Rs. 15 crores for the PoC keeping all other parameters/ KRAs same. The actual Event period and budget may differ and will be discussed with the shortlisted bidders. The event to mark the 3rd anniversary celebrations of MyGov is under consideration. All the agencies participating in this bid process are required to share their complete credentials

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4	Crayons Advertising Pvt. Ltd	3.3 Pre-Qualification Criteria Page no. 22 Point no. 6 Experience of handling Large Size Campaign/Event for GoI/PSU/State Government	The bidder must have executed minimum 1 project costing not less than Rs. 1500/- Lakhs and 3 projects costing not less than 1000.00 Lakhs for Government of India/Corporates in last 5 year	1. Agency has executed 2-3 projects each year from a single client. (For Evaluation purpose will it be treated as 3 projects and would marking will be done accordingly.) 2. We have Corporate clients who advertise throughout the year. The media budget is spread-out as per the requirement, would this entire activity be treated as one project. Can we submit a certificate from client confirming the same (As Corporate clients do not issue a work order like PSU clients)	The bidding agency can share a Letter from the client indicating the execution of multiple project with break up of each project undertaken or multiple work orders from the client with the total value . Kindly refer to the corrigendum Yes the Agency can submit the client certification indicating the total value of project. The certification needs to be on the client;s letter head duly stamped and signed with details of project executed.
5	Crayons Advertising Pvt. Ltd	3.3 Pre-Qualification Criteria Page no. 22 Point no. 8 <u>Production Capability</u>	The bidder must have in-house MICE, Digital, Creative, Design and Event Production capabilities	While the most of agencies have in-house manpower expertise but production component is outsourced to production vendors /technical tie-ups with vendors. So self certification should be for the domain experts.	Please refer to the corrigendum
6	Crayons Advertising Pvt. Ltd	3.4 Technical Evaluation Framework Page no. 24	1 Past Experience A. Details of involvement and experience with 3 Mega Projects(each)	Do we submit the details for the past 5 years. as desired in Pre-qualification table point no.6..	Yes, Bidders may submit details of the projects executed in past five years
7	Crayons Advertising Pvt. Ltd	8.8 Commercial Proposal Format Page no. 59	The total Bid Price comprises of prices quoted for component A - Detailed Costing for creatives and component B – Manpower Cost.	The format gives: Column for quoting Point A which is Detailed Costing for creatives and component B. Manpower Cost column is not given.	Please read the Manpower cost as deleted. Kindly refer to the corrigendum for the updated format.
8	FountainHead Marketing	3.3 pre-qualification criteria parameter no. 3 & 4 Page number – 21	Net Worth : Bidder should have had a Net worth of at least INR 20 Crores at the close of the preceding financial year. Profitability : Bidder should be profit making as per the audited consolidated financial statements in the last 3 financial years (FY 2013-14, 2014-15, 2015-16).	We request you to consider that the organization/bidder should fulfill either of the parameter from the point 3 or 4 instead of both the points.	No Change.
9	FountainHead Marketing	4.1 Overall Scope of Work		Are we supposed to maintain the the MyGov website and mobile application for the said tenure ?	No, this does not come under the scope of work in this RFP.
10	FountainHead Marketing	4.1 Overall Scope of Work		Will the production of all the promotional campaign materials (eg: TVC/ Radio spot, etc) will be a part of the agency's scope of work ?	Please refer the corrigendum
11	FountainHead Marketing	4.1 Overall Scope of Work		For any kind of production (TVC & Radio) will MyGov pay royalties to the artist as these will be used at pan India level and on different mediums ?	MyGov will not be Paying any Royalties to any artist. Please refer IPR section in the RFP.

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12	FountainHead Marketing	4.1 Overall Scope of Work		In the case of organizing talk shows with relevant media channels, will the agency be responsible to identify the media house or will the agency only produce content for the show ?	The Scope of the Agency include the media planning and execution. Identification of Media House also comes under the planning and execution role.
13	FountainHead Marketing	4.1 Overall Scope of Work		If the cost of pictures will need to be borne by the agency who will have the copyrights for the same ?	Please refer section 8.8, Commercial Proposal, Volume I
14	FountainHead Marketing	4.1 Overall Scope of Work		Will the department pay extra for translation of creative in regional languages or it is the part of the overall cost ?	Please refer the corrigendum
15	FountainHead Marketing	3.4.2 Demonstration of Proof of Concept		The total budget for the campaign is 5 Cr does this include purchasing images for print and digital media ?	Yes the bidding agency will have to highlight purchasing of images for print and digital media in the PoC. The budget and timeline for the PoC has been changed. Please refer corrigendum for the same.
16	Hill+Knowlton Strategies	Vol 1 – Pg 7, 2(d)	Articles	Are you referring to the placed articles or reactive articles (which will appear basis the interviews)	Query unclear
17	Hill+Knowlton Strategies	Vol 1 – Pg 7, 2(d)	Press release	What is the number of press releases to be done in 24 months	Please refer section 8.8, Commercial Proposal, Volume I for the indicative number of press release for the period. However the actual number of Ppress release may vary and payment will be decided per unit based on the cost quoted.
18	Hill+Knowlton Strategies	Vol 1 - Pg 9, (b)	Magazines articles	Are these articles to be placed on MyGov website or to be placed in the media	These articles are for external publications. However, MyGov may reproduce these articles its microsites. This is solely based on MyGov's discretion.
19	Hill+Knowlton Strategies	Vol 1 - Pg 9, (e)	Press Events	How many press events/ conferences to be organized. Will it be Delhi or city specific outreach campaign	The actual number of Press release cannot be ascertained at the current stage. Though most of the Event Will be organised at MeitY premises, in New Delhi , the Organisation may be asked to organise the press release/conference in other cities as well.
20	Hill+Knowlton Strategies	Vol 1 - Pg 35, (4.2.7 c)	Blogger Engineering	Can we increase the network/ blogger universe	The number of bloggers mentioned in the tender remains unchanged. In addition to this, the bloggers will be selected on the basis of their Klout score. The bloggers must have a good Klout ranking above 63
21	Hill+Knowlton Strategies	Not mentioned	Interviews	One on one interviews are not mentioned separately in the Scope of Work. Please quantify the deliverables	This is not included in the scope of work.
22	Hill+Knowlton Strategies	Not mentioned	Electronic/ TV media	There is no mention of electronic media deliverables w.r.t. Public Relations in the Scope of Work. What are the expectations	Please refer corrigendum
23	J. Walter Thompson	Page 8	Bid Opening will happen at 4 PM of 18th April 2017 at MeitY, CGO Complex, Lodhi Road, New Delhi.	Request for additional time to come back with response to RFP. We would like time till April 25, 2017	No. The timelines mentioned in the RFP are non-negotiable.
24	J. Walter Thompson	Page 26 Footnote	1 Bidders will be required to submit the entire proof of concept documentation and supporting at the time of presentation	Please clarify what is desired? The proof of concept will be part of response to RFP and will be presented during the presentation. What more is required?	PoC should be presented after the agency qualifies the Step 1 evaluation and is invited by MyGov for the presentation. The PoC content must be shared with MyGov only during the presentation.

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25	J. Walter Thompson	Page 26-27	Details for Demonstration of Proof of Concept: Tweets and retweets from 50 known public personalities congratulating MyGov for completing 1 year	Will the proof of concept be used only for shortlist of agency OR will it be activated live post award. Further, will the 50 known personalities be provided by MyGov or will the agency need to align them?	PoC will only be used for shortlisting the agency. The selected agency needs to align the same after their discussion with MyGov																
26	J. Walter Thompson	Page 27	Grand Total = Step I + Step II	What does this mean? No context.	Please refer to section 3.4																
27	J. Walter Thompson	Page 29	Advise MyGov Cell on appropriate communication strategy including media options and formats for campaigns.	For the sake of equal comparison will MyGov share a media budget based on which the media strategy & plan needs to be created?	Sufficient parameters to compare the capability of the agency has been provided . No further parameters will be provided.																
28	J. Walter Thompson	Page 30 Page 32	Radio and TVC production shall be done by external agency, however selected agency shall support in the media planning and end to end support till the release of the production. Production of songs/ jingle from respective lyrics will not be the responsibility of selected agency.	Please confirm if the production and by that we mean the actual shooting, editing, recording of TVC and Radio needs to be part of the agency fee proposal OR should it only include creative development and supervision	In the case of radio jingles and digital films, it will be part of the proposal fee awarded to the selected agency																
29	J. Walter Thompson	Page 33	4.2.4 parts a, b,c	Please confirm if the cost of production of the TVC is out of scope from the commercial fee component.	The selected agency will be responsible for conceptualizing, testing, research, creating, and media planning & buying support (if required) in the production cum release the components of TV campaign.																
30	J. Walter Thompson	Page 33	Digital Films:	The RFP mentions that cost of production of digital films need to be included. Please confirm. Since the cost of TVC production is not to be included.	TVC and Digital Films are two different components. Kindly refer to the RFP for detail explanation.																
31	J. Walter Thompson	Page 59 Page 60	<table border="1"> <thead> <tr> <th colspan="2">Magazines</th> </tr> </thead> <tbody> <tr> <td>Articles (1-2 page)</td> <td>16</td> </tr> <tr> <td>International Magazine Articles (1-2 page)</td> <td>2</td> </tr> <tr> <td>International News Articles (1-2 page)</td> <td>2</td> </tr> <tr> <td>International Wire Copied Articles</td> <td>2</td> </tr> <tr> <td>Advertorials</td> <td>8</td> </tr> <tr> <td colspan="2">Op-eds mentions from 10 well-known writers in National Dailies (English and Hindi Language)</td> </tr> <tr> <td></td> <td>24</td> </tr> </tbody> </table>	Magazines		Articles (1-2 page)	16	International Magazine Articles (1-2 page)	2	International News Articles (1-2 page)	2	International Wire Copied Articles	2	Advertorials	8	Op-eds mentions from 10 well-known writers in National Dailies (English and Hindi Language)			24	Please confirm this pertains to press relations based advocacy and opeds and not magazine press ads. How does this differ from the above	The question is unclear. Both Magazines and OpED articles are different and hence commercials of both must be shared separately
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32	J. Walter Thompson	Page 63	<table border="1"> <tbody> <tr> <td>CDs/DVDs</td> <td>2</td> </tr> </tbody> </table>	CDs/DVDs	2	Please clarify that you will need 2 CD's/DVDs? Are these master CD's/DVDs for data transfer? Please clarify how these will be used for better understanding.	CDs/ DVDs in this context are merchandise items for which creative desining may be required by the agency														
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33	J. Walter Thompson	Across Document		Please clarify that all content developed will be required in 18 languages or only select work will be required in all languages	Yes, the agency must include the amount to develop the content in all 18 languages.
34	J. Walter Thompson	Page 26	Section 3.4.2 – Proof of Concept	Please advise if the proof of concept presentation and work needs to be submitted along with the bid submission or only during the presentation?	The same must be submitted during the Presentation.
35	J. Walter Thompson	Page 30 Point – III	All the media release shall happen either through selected agency's own or sub-contracted 'production-cum- release- houses', or shall be done through Government appointed agency. MyGov reserves the right for the final selection of 'production-cum –release- houses Radio and TVC production shall be done by external agency, however selected agency shall support in the media planning and end to end support till the release of the production.	Is the scope only for media planning or release as well? How do we cost for this aspect currently?	Please refer corrigendum.
36	J. Walter Thompson	Page 30 Point – Viii	The selected agency will ensure media liaison and keep all relevant information organized	Please advise what this refers to? Does this pertain to media planning agency or PR agency?	The liasion aspect includes anything related to media including media monitoring, co ordination, maintaining data bases etc.
37	J. Walter Thompson	Page 32 Radio – 4.2.3	The selected agency will be responsible for conceptualizing, creating and media planning and spot buying support in the release of radio jingles and theme songs The agency will be required to create and deliver the final script, negotiations with radio channels for spot buying, monitor its production by external agency and further its release in radio channels	Contradictory to what is mentioned on page 30 point iii. Please advise which version is accurate.	The clause at page 30 (point iii) has been revised . Kindly refer to the corrigendum.
38	J. Walter Thompson	Page 59. 8.8	The total Bid Price comprises of prices quoted for component A - Detailed Costing for creatives and component B – Manpower Cost.	The pro-forma for B-Manpower Cost is missing, please provide the same. Can the agency allocate the resources as per its plan? Or is there a format to follow, please be advised that there will be multiple resources at multiple levels across divisions that will need to be staffed on this project.	This component has been deleted. Kindly refer to the corrigendum.

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39	Span Communications	Page no. 20 Point 3.3 - Pre-qualification Criteria		Legal entity - as per the criteria a company incorporated in India under the companies act 1956 or a partnership firm registered under LLP Act, 2008/Indian Partnership Act 1932 can only participate in the tender. We feel this clause is depriving agencies who are proprietorship concerns to compete and prove their capabilities. This also will lead to less competition and your option for selecting best suitable agencies will also be less. As such would request you to kindly amend this clause by allowing proprietorship concern also to participate in the RfP.	Tender clause will remain unchanged
40	Span Communications	Page No. 21		Network - Bidder should have had a network of at least INR 20 crores at the close of the preceding financial year. We wish to mention that an agency who are having 400 - 500 crores may not have such network and request you to please reduce the network to a least possible level.	Tender clause will remain unchanged
41	Laqshya Event IP Private Limited?	RFP - Request for Proposal for Selection of Creative cum Media Agency for MyGov Ref No. 2(1)/2016-MyGov(Vol-I) Section - 3.1.8 Page No - 18	Consortiums & Sub-Contracting - Consortiums and sub-contracting are not allowed for this engagement. The bidding entity has to be a single entity duly registered under the applicable laws of country.	As per the Tender: 'The overall objective is generate awareness about the MyGov platform and its importance in participative governance. Agency shall undertake all the necessary promotional and branding activities required to achieve the intended objective through developing a comprehensive strategy covering traditional media, digital media, and others.' This objective cannot be met by one agency since the strategy would need specialized inputs from various media including traditional, digital, etc. Building a brand via activities across various media is an extremely detailed task, which requires daily, weekly, monthly, quarterly strategies, detailed plans, constant monitoring, engagement, listening and a team of specialists and creative experts from traditional and digital medium. Campaigns vis-à-vis Daily management of brand identity via traditional media requires different skill sets than that of digital media. The team that has experience of delivering traditional campaigns is not necessarily the best team to do the daily management of social, which is vital and is the foundation to any brand building attempt in the digital eco space and this hold true vice-versa as well. Hence, it's imperative that a consortia of media companies is allowed so that the teams can pool in their strengths and together work towards meeting the objective of building the MyGov brand.	Tender clause will remain unchanged