

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM  
(TT DIVISION)

Transport Bhawan  
1, Parliament Street  
New Delhi  
Date : 16/03/2018

File No. 5.IT(1)/2018

**MINUTES OF THE PRE-BID MEETING**

Held On 13<sup>th</sup> March 2018 at 1100 hrs. in the Ministry of Tourism

**Ref:** RFP no. 5.IT(1)/2018 dated 07/03/2018 regarding Appointment of Agency for Content Creation & Translation.

A pre-bid Meeting was held at 1100 hrs. on 13<sup>th</sup> March 2018 in regard to the aforesaid RFP. Representatives of the following agencies attended the Meeting:

- i) Exposure Media
- ii) Live History India
- iii) MRM McCann
- iv) Indigo consultant
- v) Maxposure Media Group
- vi) Alchemy Translation

2. During the Pre-Bid Meeting, queries received by e-mail from agencies were clarified. In addition, queries raised by the above agencies were clarified. The agencies were informed that response of the Ministry of Tourism in respect of the queries received by e-mail and clarifications sought during the Pre-Bid Meeting will be uploaded on the websites [www.eprocure.gov.in](http://www.eprocure.gov.in) and [www.tourism.gov.in](http://www.tourism.gov.in) as mentioned in the RFP Document. Accordingly, in the following pages, a corrigendum and Response of Ministry of Tourism to the Pre-Bid Queries are included.

## CORRIGENDUM

The following amendments have been made in the RFP No. 5.IT(1)/2018 dated 07/03/2018 for Appointment of Agency for Content Creation & Translation.

### **Under Para – 4 – Eligibility Criteria**

**Clause v.** - has been added as per following details:

v.	The Firm/ Agency (all members/ agencies in case of Consortium) shall not be under declaration of ineligibility for corrupt or fraudulent practices with any Government department/ agencies/ ministries or PSU's and should not have been black listed at the time of submission of bid.	Self-certification on company's letter head signed by an authorized representative as per format at Annexure I.
----	--	---

**Clause viii.** - Has been added as per following details :

viii.	The Firm / Agency (lead member in case of Consortium) should have a full-fledged establishment within India and an office with a dedicated team in Delhi-NCR. In case, the agency, presently has no office in Delhi-NCR, it must provide a dedicated team based in Delhi-NCR to service the account of the Ministry of Tourism within 30 days from the date of award of contract.	Self-certification on company's letter head signed by an authorized representative of the agency certifying that the agency has an office in Delhi-NCR or that the agency would setup an office in Delhi-NCR within 30 days from the date of award of contract.
-------	---	---

## Under Para – 7 -Submission of Proposal

The following two sub paras have been added under Para 7 (a) – **Heading : The Technical Proposal (Packet -1) must include the following:**

- A self-certification on Company's letter duly signed by an authorized representative certifying that the agency is not under declaration of ineligibility for corrupt or fraudulent practices with any Government department/ agencies/ ministries or PSUs' and the agency has not been black listed at the time of submission of bid (as per **Annexure I**). All members/ agencies, in case of Consortium are also required to submit the same.
- Self-certification on company's letter head signed by an authorized representative of the agency certifying that the agency has an office in Delhi-NCR or that the agency would setup an office in Delhi-NCR within 30 days from the date of award of contract.

## Under Para-9 : Evaluation of Proposals – (i) Technical Evaluation

Sr. No. 4 of the table for technical evaluation has been amended as below:

04.	Quality of writing content on themes having at least 800 words.  (Themes / subject for writing content in English would be provided to the eligible agencies <del>two days</del> <b>FIVE Working days</b> prior to the technical presentation. Agencies would submit the content created at the time of technical presentation)	10 Marks
-----	---	----------

The RFP dated 07/03/2018 must now be read with the above corrigendum and response to the pre-bid queries in the following pages.

\*\*\*\*\*

**Consolidated Answers to the queries received from by different bidders for RFP**

Sr. No	RFP Section	RFP Page	RFP Clause	Reference/ Subject	Clarification Sought	Response	
1	Scope of work	2	3.1 (iv)	Preparation of content for monthly digital newsletters with appropriate visuals	Does the Content Agency have to provide the newsletter visuals? Is the content to be prepared in text format?	<p>The Scope of Work for the Bidder is to create/ edit/ moderate/ translate textual content as per the requirement of MoT. Any visual media shall be provided by MoT</p> <p>No Change in the RFP document</p>	

Sr. No	RFP Section	RFP Page	RFP Clause	Reference/ Subject	Clarification Sought	Response	
2	Eligibility Criteria	4	4(iii)	<p>Eligibility Criteria:            In the last 3 years (FYs 2014-15, 2015-16 &amp; 2016-17), Firm / Agency (lead agency in case of consortium) must have completed/ or have in progress, for Central Government or Central PSU or State Government or hotel / travel / airlines industry in</p> <p>Content Writing:            a. 3 projects each of atleast INR 7.5 Lacs, or            b. 2 projects each of atleast INR 10 Lacs, or            c. 1 project of atleast INR 20 Lacs</p> <p>Documentary evidence to be submitted:            Client Work Order/ Client completion certificate clearly content writing as part of the scope of work assigned to the agency and must include total cost of the project.            In case of ongoing project, the work order should not have been issued after 31 March 2017.</p>	<p>With specific to aviation sector, publisher has to pay the airline depending on the business models i.e royalty, profit sharing, revenue sharing model etc. In this case, the understanding of scope of work (content, designing, social media), deliverables etc between the parties is captured in the agreement but project size/ cost of project in terms of revenue varies from issue to issue. Kindly suggest if we can share excerpt of the agreements in place of client work order /completion certificate where scope of work is clearly defined.</p>	<p>The bidder may also submit CA certificate</p>	

Sr. No	RFP Section	RFP Page	RFP Clause	Reference/ Subject	Clarification Sought	Response	
3	Eligibility Criteria	4	4 (i)	The Firm / Agency / Lead Member in case of Consortium should be a registered entity and must have been in operation for a minimum period of 3 years as on 01st April 2017 with at least 2 years experience in providing service of content creation.	Request you to please modify it to any member of consortium.	No Change in the RFP Document	
4	Eligibility Criteria	4	4 (iii)	Firm / Agency (lead agency in case of consortium) must have completed/ or have in progress, for Central Government or Central PSU or State Government or hotel / travel / airlines industry in Content Writing:	Request you to please modify it to any member of consortium or experience in Content creation/editing/translation as in clause iv of section 4.	No Change in the RFP Document	
5	Eligibility Criteria	4	4.iii	In the last 3 years (FYs 2014-15, 2015-16 & 2016-17), Firm / Agency (lead agency in case of consortium) must have completed/ or have in progress, for Central Government or Central PSU or State Government or hotel / travel / airlines industry in Content Writing: a. 3 projects each of atleast INR 7.5 Lacs, or b. 2 projects each of atleast INR 10 Lacs, or c. 1 project of atleast INR 20 Lacs	Is it mandatory for the agency to provide project wise value wise allocation. In case value is little less than one quoted then would that be accepted	The eligibility criteria is self explanatory  No Change in the RFP Document	

Sr. No	RFP Section	RFP Page	RFP Clause	Reference/ Subject	Clarification Sought	Response	
6	Eligibility Criteria	4,5	4 (iii), (vi)	<p>*In the last 3 years (FYs 2014-15, 2015-16 &amp; 2016-17), Firm / Agency (lead agency in case of consortium) must have completed/ or have in progress, for Central Government or Central PSU or State Government or hotel / travel / airlines industry in Content Writing.</p> <p>*Firm / Agency (any member of consortium) must have completed / or have in progress a minimum of 2 projects in Social Media Services for Central Government or Central PSU or State Government or hotel / travel industry in the last 3 year</p>	Are examples of projects completed for foreign tourism boards allowed under 'travel'?	<p>Yes</p> <p>No Change in the RFP Document</p>	

Sr. No	RFP Section	RFP Page	RFP Clause	Reference/ Subject	Clarification Sought	Response	
7	Eligibility Criteria  AND  Evaluation of Proposals	4 & 9	4(iv) -  9 (i) 02	<p>In the last 3 years (FYs 2014-15, 2015-16 &amp; 2016-17), Firm / Agency (any member of consortium) must have completed translating content in English to a minimum of 2 foreign languages which include, Arabic, Chinese, French, German, Italian, Japanese, Korean, Portuguese, Russian, Spanish and to Hindi or a minimum of 1 regional language which include Assamese, Bengali, Gujarati, Kannada, Malayalam, Marathi, Odia, Punjabi, Tamil, Telugu languages for Central Government or Central PSU or State Government or hotel / travel / airlines industry.</p> <p>AND</p> <p>Translation of English content to a minimum of any two foreign languages - Arabic, Chinese, French, German, Italian, Japanese, Korean, Portuguese, Russian, Spanish and to Hindi or a minimum of any 1 regional language - Assamese, Bengali, Gujarati, Kannada, Malayalam, Marathi, Odia, Punjabi, Tamil, Telugu undertaken for Central Government or Central PSU or State Government or hotel / travel / airlines industries in the last three years -2014-15, 2015-16 &amp; 2016</p>	Can a bidder submit work done in translation from other stream/verticals like automobile, technology etc.	Yes	



Sr. No	RFP Section	RFP Page	RFP Clause	Reference/ Subject	Clarification Sought	Response	
8	Eligibility Criteria	5	4.7	Client Work Order/ Client certificate clearly mentioning social media services as part of the scope of work along with total cost of the project	For some work orders, our clients (especially international clients) signed NDAs with us which disallow us to give away the total costs of the project. Can we get references from our clients without sharing the costs? Is it okay if costs are shown for only two social media projects (as per minimum eligibility) and not required for the other four examples?	The eligibility criteria and Technical evaluation criteria are self-explanatory.  No Change in the RFP Document	
9		5	5	The period of contract will be for an initial period of three (3) years, extendable for a further two (2) years (i.e. total 5 years) subject to a yearly review. The cost for further two years beyond three years of services shall be paid with an increment of 5% on per item cost quoted under financial bid.	Request you to please increase it to atleast 10-15% after 3 years	No Change in the RFP Document	

Sr. No	RFP Section	RFP Page	RFP Clause	Reference/ Subject	Clarification Sought	Response	
10	Eligibility Criteria	5	4.vi	The Firm / Agency (cumulatively in the case of consortium) shall have at its disposal a talent pool of highly competent editorial staff, writers, with extensive experience in writing on various aspects and themes related to destinations, culture, heritage, cuisine, and other tourism products and niche tourism segments of India, experts in IT, social media and translation services, etc.	There are cases where translation experts in foreign languages are working from their native place. Can we share the number of such staff along with India team that is managing them	The criteria is self-explanatory.  No Change in the RFP Document	
11	Eligibility Criteria  AND  Evaluation of Proposals	5 & 10	4 (vii) & 9 (03)	Firm / Agency (any member of consortium) must have completed / or have in progress a minimum of 2 projects in Social Media Services for Central Government or Central PSU or State Government or hotel / travel industry in the last 3 years (2014-15, 2015-16 & 2016-17). Mark would be awarded in the technical evaluation.  AND  Project for social media services undertaken for Central Government or Central PSU or State Government or hotel / travel / airlines industries in the last three years -2014-15, 2015-16 & 2016-17.	Social media only includes facebook, twitter, instagram, SEO etc. whereas the scope of work under the tender is all related to digital services. Please carify whether "social media services" also include the following: - website & content development - mobile application development - videos, GIFs etc	No, Social media services will not include: - website & content development - mobile application development - videos, GIFs etc.  No Change in the RFP Document	

Sr. No	RFP Section	RFP Page	RFP Clause	Reference/ Subject	Clarification Sought	Response	
12	Technical Evaluation	10		<p>Quality of writing content on themes having at least 800 words. (Themes / subject for writing content in English would be provided to the eligible agencies two days prior to the technical presentation. Agencies would submit the content created at the time of technical presentation)</p> <p>Quality of Translation of content created in Hindi, French, German and any one regional language - Assamese, Bengali, Gujarati, Kannada, Malayalam, Marathi, Odia, Punjabi, Tamil, Telugu. (Content created in English on the theme / subject given to eligible agencies will be translated in the above said four languages. The translated versions to be presented at the time of Technical presentation)</p>	<p>Lead time to translate in Native and Foreign Language</p> <p>Is the translator required for an in-person presentation</p> <p>In case the foreign language translator is based in its native market, then is there a provision to present through video conference</p>	<p>The translator shall not be required for an in person presentation</p>	

Sr. No	RFP Section	RFP Page	RFP Clause	Reference/ Subject	Clarification Sought	Response	
13	Evaluation of Proposals	10	9 (i) clause 04 & 05	<p>04. Quality of writing content on themes having at least 800 words. (Themes / subject for writing content in English would be provided to the eligible agencies two days prior to the technical presentation. Agencies would submit the content created at the time of technical presentation)</p> <p>05. Quality of Translation of content created in Hindi, French, German and any one regional language - Assamese, Bengali, Gujarati, Kannada, Malayalam, Marathi, Odia, Punjabi, Tamil, Telugu. (Content created in English on the theme / subject given to eligible agencies will be translated in the above said four languages. The translated versions to be presented at the time of Technical presentation)</p>	<p>Please note, for creating, translating and proof reading 800 words for international and regional languages atleast 7-8 working days are required for quality work. Moreover, lot of these translators/ proof-readers for international languages are operating out of different countries/timezones. And hence, 2 days are not enough for execution.</p>	Please refer to the corrigendum	
14	Submission of Performance Guarantee	12	12	The selected agency has to submit Performance Guarantee in the form of Bank Guarantee as per format in Annexure IV from a scheduled bank for 10% of the total contract value for three years. The said guarantee should be valid 60 days after the date of completion of the entire Project	<p>Request to please change it to 5% instead of 10% since the duration is too long. Also if the Performance guarantee can be broken into three parts. Like only the amount for work granted for 1 year. Also the amount for Bank guarantee should be counted on Total cost amount -GST</p>	No change in the RFP document	

Sr. No	RFP Section	RFP Page	RFP Clause	Reference/ Subject	Clarification Sought	Response	
15	Measurements & targets	15	15.4.2	Within 3 working days from assigning the work by MoT	Is this only for Indian languages	This includes all the Foreign and Regional languages which are part of the website	
16	Service Level Agreements	15	15 (15.4) clause 1 and 2	<p>1. Measurement: Content Creation and Copywriting (in English Language)  Definition: The Bidder is expected to complete Textual Content writing for every 3000 words  Target: Within 3 working days from assigning the work by MoT</p> <p>2. Measurement: Content Editing (All languages which are part of website)  Definition: Content Editing – for each 3000 words  Target: Within 3 working days from assigning the work by MoT</p>	<p>Please note, for content creation, copywriting, proof reading and editing atleast 5-8 working days are required for quality work.  Will request MOT to re-consider the time frame.</p>	No Change in the RFP Document	

Sr. No	RFP Section	RFP Page	RFP Clause	Reference/ Subject	Clarification Sought	Response	
17	Measurements & targets	16/17	15.4.3 15.4.4		Please share an example of designing of campaign contests and moderation of campaign contest	<p>The content agency is responsible for creating the strategy for curating User Generated Content (UGC) through various campaigns / contest, as per the themes identified by MoT on a periodic basis. The content agency will also be required to create brief multi-lingual content required for publicity / advertisement of these campaigns / contests on the social media / print media. Any visuals / media required for this will be provided by MoT. The social media handles will be moderated by the social media agency of MoT, and any UGC collected in these campaigns / contests will be passed on to the content agency for moderation.</p> <p>As part of the recognition system, the content agency will design a method of recognizing / rewarding UGC contributors such as bloggers. The content agency may use the various schemes / incentives being provided by MoT for this recognition / reward system.</p>	
18	Measurements & targets	17			In case of foreign language translator who is based in its native market, timelines of additional 2 working days needs to be checked. Is this non negotiable	No Change in the RFP Document	

Sr. No	RFP Section	RFP Page	RFP Clause	Reference/ Subject	Clarification Sought	Response	
19	Service Level Agreements	17	15 (15.4) clause 5	5. Measurement: Translation to foreign and regional languages Definition: Translation of 5,000 words to any specified international or regional language stated in the RFP Target: Within 5 working days of receiving English content from MOT and translation for additional 5,000 words to be completed within additional 2 working days	Please clarify if we have to translate 10,000 words in 5 or 7 working days. For translating and proof reading 5000 words, 2 working days are not enough for quality work. Will request MOT to re- consider the time frame.	No Change in the RFP Document	
20	Service Level Agreements	18	15.4 (6)	- Inconsistent tone within sentences/ paragraphs/articles - Tone not consistent with tourism domain	Is there a style book and brand guide which would be provided for tone / look and feel? Who will decide on inconsistency of tone – is there a committee which will look into such matters?	MoT will set up a Review Committee, and may take help from external agencies (like overseas Indian embassies) to review the translated content provided by the agency. The decision of the Review Committee regarding inconsistencies in tone, accuracy, grammar would be final, though the agency would be given an opportunity to make their case, in case any penalties are being levied on them.  No change in the RFP document	

Sr. No	RFP Section	RFP Page	RFP Clause	Reference/ Subject	Clarification Sought	Response	
21	Service Level Agreements	18	15.4 (6)	Incorrect translation which can make the content mis-directing / offensive, disputed, etc.	<p>Who will review translation? As you know translation is subjective, there could be feedbacks from MOT. The penalty is too harsh as feedback could be taken as corrections and lead to disputes. Request you to please remove penalty clause.</p> <p>Other alternative could be we make glossary first in all languages, and send to MOT for approval and then translation work is started which is helpful for all big projects like these ones.</p>	<p>MoT will set up a Review Committee, and may take help from external agencies (like overseas Indian embassies) to review the translated content provided by the agency. The decision of the Review Committee regarding inconsistencies in tone, accuracy, grammar would be final, though the agency would be given an opportunity to make their case, in case any penalties are being levied on them.</p> <p>No change in the RFP document</p>	
22	Service Level Agreements	19	15.4 (7)	Not more than 5 instances of deviations in a deliverable	Sir. Penalty is too harsh. Please reduce the percentage to 0.1% instead of 1%	No Change in the RFP Document	
23	Service Level Agreements	20	15.4 (8)	Not more than 2 instances of deviations in a deliverable	Again the penalty is too harsh. Pls reduce it to 0.1% and also approval of glossary from MOT.	No Change in the RFP Document	
24	Additional information to the Bidders	24	21 (i)	In case of Consortium, maximum of three Firms / Agencies / Members are permitted	Do all the three companies need to be registered in India or is it sufficient if the lead agency is registered and operational in India?	<p>The eligibility criteria is self-explanatory.</p> <p>No change in the RFP Document</p>	



Sr. No	RFP Section	RFP Page	RFP Clause	Reference/ Subject	Clarification Sought	Response	
25	Annexure V: Financial Bid Format	33	IIb.	Identify national/ international bloggers, travel writers, instagramers, etc., organize contests/ campaigns and source blogs, travel stories, articles, etc. for UGC on demand.	Organize contest is part of event management. Please modify it since it falls purview of event management and not social media and there cannot be a unit price for an event.	<p>The content agency is responsible for creating the strategy for curating User Generated Content (UGC) through various campaigns / contest, as per the themes identified by MoT on a periodic basis. The content agency will also be required to create brief multi-lingual content required for publicity / advertisement of these campaigns / contests on the social media / print media. Any visuals / media required for this will be provided by MoT. The social media handles will be moderated by the social media agency of MoT, and any UGC collected in these campaigns / contests will be passed on to the content agency for moderation.</p> <p>As part of the recognition system, the content agency will design a method of recognizing / rewarding UGC contributors such as bloggers. The content agency may use the various schemes / incentives being provided by MoT for this recognition / reward system.</p>	
26	Annexure V: Financial Bid Format	33	IIIa.	Translation charge per word for foreign languages with quality assurance:	Please include certification clause for translation. Translated content to be certified by UGC approved university as that could only be barometer for confirmation of quality.	No Change in the RFP Document	

Sr. No	RFP Section	RFP Page	RFP Clause	Reference/ Subject	Clarification Sought	Response	
27	Annexure V: Financial Bid Format	33	II b	Identify national/ international bloggers, travel writers, instagramers, etc., organize contests/ campaigns and source blogs, travel stories, articles, etc. for UGC on demand.	Will the MoT be bearing the costs for contests / campaign prizes and incentives?	<p>The content agency is responsible for creating the strategy for curating User Generated Content (UGC) through various campaigns / contest, as per the themes identified by MoT on a periodic basis. The content agency will also be required to create brief multi-lingual content required for publicity / advertisement of these campaigns / contests on the social media / print media. Any visuals / media required for this will be provided by MoT. The social media handles will be moderated by the social media agency of MoT, and any UGC collected in these campaigns / contests will be passed on to the content agency for moderation.</p> <p>As part of the recognition system, the content agency will design a method of recognizing / rewarding UGC contributors such as bloggers. The content agency may use the various schemes / incentives being provided by MoT for this recognition / reward system.</p>	
28	Annexure V: Financial Bid Format	35	V	Total GST	Request you to please remove GST from calculations in financial bid since gst rates are subject to change in future	<p>Please refer to clause 9 (II) on page 11 of the RFP document</p> <p>No change in the RFP Document</p>	

Sr. No	RFP Section	RFP Page	RFP Clause	Reference/ Subject	Clarification Sought	Response	
29	Annexure VIII: Format for past experiences	39	VIII	Format for past experiences; Narrative description of project (including number of users – both internal and external); transaction volume (no. of customers)	<ul style="list-style-type: none"> <li>• Is this form to be used as a cover for each work order submitted?</li> <li>• Some fields such as # of customers, number of internal /external users may not apply to content / translation / social media services.</li> <li>• Does contract value need to be specified for each work order?</li> <li>• Is this form to be used as a cover for each work order submitted?</li> <li>• Some fields such as # of customers, number of internal /external users may not apply to content / translation / social media services.</li> <li>• Does contract value need to be specified for each work order?</li> </ul>	<p>Yes, the form is to be provided for all the credentials being submitted. The bidder is required to key in all the relevant details as per the required eligibility and technical evaluation criteria.</p> <p>No Change in the RFP Document</p>	
30	Format of Past Experiences	39			For technical proposal, do we share the case-studies in this format or in form of a ppt. When we are presenting the technical proposal in person do we have to present these case-studies again in ppt format	<p>The bidder is required to submit the technical proposal. The agencies whose technical proposals are complete in all respects and who fulfill all eligibility criteria would be shortlisted to make a presentation before a Committee for evaluation of their technical proposal</p> <p>No change in the RFP Document</p>	