

**Government of India
Ministry of Tourism
(Publicity Division)**

**‘RECORD OF DISCUSSIONS’ OF PRE-BID MEETING HELD ON 15th JUNE, 2022
WITH RESPECT TO TENDER DOCUMENT NO.IT/6/7/2019 DATED 08.06.2022
REGARDING SELECTION OF DEDICATED SOCIAL MEDIA MANAGEMENT
AGENCY FOR THE MINISTRY OF TOURISM, GOVERNMENT OF INDIA.**

A Pre-bid meeting was held on **15th June, 2022 at 1100 Hrs** in the Ministry of Tourism, Government of India, Transport Bhawan, 1stParliament Street, New Delhi to clarify queries regarding the **Tender Document NO. IT/6/7/2019 dated 08.06.2022** –issued by Ministry of Tourism for Selection of dedicated Social Media Management Agency for the Ministry of Tourism, Government of India.

2. The meeting was attended by the representatives of the following agencies: -

- a. Mr. Amin Khan (Director) , **M/s Purple Focus.**
- b. Mr. Himanshu Awana (Account Manager), **M/s Crayons Advt**
- c. Mr. Madhur Singh (Social Media Head), **M/s Appinventiv Technologies Pvt Ltd**
- d. Mr. Vivek (STE), **M/s Venture Advt**
- e. Mr. R K Shukrit (Executive), **M/s Cyfuture**
- f. Ms. Nyna, **M/s Veda Mode**
- g. Mr. Vishu Nair (Account Executive), **M/s Stark Communications Pvt. Ltd.**
- h. Mr. Saba Karim, **M/s PR Professionals**
- i. Mr. Shakti Singh, **M/s Goldmine Adertising Ltd**
- j. Mr Arpit Dixit, **M/s Adglobal 360**
- k. Mr Neeraj Sharma, **M/s Mentis Advertising Service Pvt Ltd**
- l. Ms Sasha, **M/s Maxposure Pvt Ltd**

3. The meeting was attended by the following officers:-

- a) Ms Sudeshna Ramkumar, Assistant Director
- b) Ms Antara Dhar, Tourist Information Officer

4. The clauses of the Tender Document were reiterated to the representatives of the agencies. Agencies were advised to submit their bids and documents strictly in accordance with the Tender Document. The schedule of delivery and the penalty clause, as mentioned in the Tender document was highlighted.

5. Based on query raised, followings were reiterated and clarified as per the clauses mentioned in the RFP: -

(i) The bidding agency/production should have a cumulative turnover equivalent to Rs.10.00 (Ten) Crore or above in the financial years 2018-19, 2019-20 and 2020-21 .A certificate from Chartered Accountant must be produced as documentary evidence and no other document would be accepted.

(ii) It was clarified to the prospective bidders that no advance payment would be made, as per **Para 13.1 of the RFP.**

(iii) It was clarified that in lieu of Bid security, the agency has to submit a letter as per Annexure 2 of the RFP.

(iv) It was clarified that the successful agency / production house will execute a Performance Guarantee for **3%** of the total value of the contract in the form of Account Payee Demand Draft or a Bank Guarantee from a Commercial Bank in an acceptable form or in the form of a Fixed Deposit Receipt pledged to the 'Pay and Accounts Officer, Ministry of Tourism' payable at New Delhi. The Performance Guarantee should remain valid for a period of 60 days beyond the completion of the period of contract.

(v) The other technical queries of the prospective bidders, including the ones received till the time of the pre bid meeting vide email, were taken note of and have been tabulated, along with clarifications at **ANNEXURE - I,II and III.**

6. It was conveyed that the proceedings of the Discussions held during the Pre-bid meeting would be duly uploaded on the official web-site of the Ministry and the clarifications to the queries received on email would not be answered separately.

PRE BID QUERIES RECEIVED WITH CLARIFICATIONS

S. NO.	RFP CLAUSE NO.	PAGE NO.	CLARIFICATION REQUESTED	CLARIFICATION
1.	VII	10	Kindly clarify the location of dedicated resources required.	<p>The modified Clause VII on Pg 10 may now be read as :-</p> <p>i. The agency must position a dedicated team at its office in Delhi or Delhi NCR (i.e. Noida/Gurugram/Faridabad/Ghaziabad) to handle the 'Scope of Work' detailed in this RFP, during the period of contract. The identified team would work closely with the Ministry of Tourism. In the event of any change in any of the identified team members during the contract period, the same is to be conveyed to the Ministry of Tourism in advance, along with details of the new Team Member identified as a replacement and is to be approved by the Ministry of Tourism.</p> <p>ii. The agency will provide two dedicated teams i.e. one for @incredibleindia handles and other one for @tourismgoi handles. The respective teams shall have at least One (1) Project Manager, One (1) Social Media analyst, Two (2) social media executives, Two (2) content writer and One (1) graphic designer / Video editor and One (01) Videographer / photographer. The team members, should have requisite qualifications, in Public Relations / Marketing / social media management/ business communications/ Graphic Design/ IT with minimum job experience of 03 years in respective fields. The details of individual team members should be provided in form of a Curriculum vitae. Out of the dedicated team of 16 members, 3 – 4 members would be required to be stationed at MoT Head Quarters.</p>

2.	3.5	4	You are looking for experiences of 5 years, however, mandates are required in last 3 year only. Kindly consider mandates in last 5 years.	No change suggested in the said clause.
3.	3 &4	19	You are looking for experiences of 5 years, however, mandated are required in last 3 year only. Kindly consider mandates in last 5 years.	No change suggested in the said clause.
4.	XIII	17	Is presentation document to be submitted along with technical bid or at the time of presentation? We would request you to keep it at the time of Presentation only.	<p>The modified Clause 8.4 Pt XIII on Pg – 17 may be read as :</p> <p>(i) Approach & Methodology including but not limited to the following:</p> <ul style="list-style-type: none"> ✓ Proposed brand vision and social media strategy for Ministry of Tourism. ✓ Content Development Strategy ✓ Concept and Methodology for Social Influencer Programmes ✓ Innovative ideas and suggestions <p>The above document is to be submitted in a sealed cover with title 'Approach & Methodology' inside the Packet -1 -Technical Proposal Envelope. The Constituted Committee will evaluate the technical proposals of the eligible agencies on the basis of the presentations made by the eligible agencies before the Committee.</p>
5.	7&8	20	Is presentation document to be submitted along with technical bid or at the time of presentation?	Same as Serial No.4 above
6.	NA	NA	Kindly let us know the contract value	There is no contract value

7.	3.3 & 3.5 Eligibility Criteria	3-4	Large corporate houses/International airlines/hospitality also have very effective social media strategies, will experience with such brands be considered by MOT?	Projects undertaken in Tourism and /or Hospitality related field has been considered in the Technical Evaluation parameters and will be given additional marks. However, 03 years of experience in Social Media management for any Central Government or Union Territories or Public Sector Undertaking or recognized research / educational institutions or semi government or statutory or autonomous organizations or private organizations or international organizations, is a pre-requisite.
8.	3.5	4	Completion certificate cannot be provided for ongoing projects. Along with the work order, can we provide a CA certified letter that states the project is going?	A copy of the Work Order/ Completion Certificate given by the Client, for each of the projects completed, to be submitted.
9.	4	5	1. What is the go-live month with new bidder? 2. What is the average project size for 3 years?	The go – live month would be considered from the issuance of the work order.
10.	II (i) Social Media Management	5-6	1. Is Periscope the twitter video streaming app? If yes, the same has been discontinued from March'21. Please confirm. 2. Please specify the languages (domestic and international) and how many posts	1. Clause 5 II Pt (i) may now be read as :- Creation & Maintenance of Social Media Platforms for Ministry of Tourism: The Agency shall create (as and when may be required) and maintain Social Media platforms for MoT including but not limited to the Incredible India promotional accounts on Facebook, Instagram, LinkedIn, Pinterest, Twitter, KOO, Vimeo and You Tube and the official accounts (@tourismgoi) on Facebook, Twitter, KOO and Instagram. Content creation and management of all Social Media handles. The Agency shall create, update and publish content that is photo-rich and video-rich, original, engaging and factually & grammatically correct for various languages (both national and international) for better engagement with users.

			required in a month in different languages. 3. Is the requirement of human translation, or machine translation will suffice?	2 and 3. The requirement is primarily in English and Hindi.
11.	II (V) Live coverage/ Webcasting	6	How many average live events are we to execute in a year?	As indicated in Annexure FQ 2, Point I of the Tender document No IT/6/7/2019 dated 8.06.2022
12.	II (VI) Managements of Chatbots	6-7	What are the no. of average messages/ queries received per month on all chat platforms?	Currently, around 150 per month
13.	IV- Key influencer programme	8-9	In the execution of the “Key Influencer Programs”, What category of influencers is MOT looking at nano, Mini, micro or Mega?	The category of Key Influencers to be engaged would be a mix of the categories and not less than influencers with 100K followers, on non-financial basis and subject to approval of the Ministry.
14.	V- Social Media Tracking, Monitoring and Reporting, Point (iii)	9	Tracking of newspapers, magazines and TV channels are not considered a part of social media. Request to please re-look.	The work of the social media agency of the Ministry of Tourism would include having a holistic view of the trade specific news in the different mediums
15.	V- Social Media Tracking, Monitoring and Reporting, Point (X)	10	What is the tool being used currently?	At present, none and the clause has been included in the current RFP
16.	Point 13- Terms of Payment	22	Can we request for monthly payments?	No
17.	E & F Financial quote details	32	Each shoot cost (still or video) depends on various aspects like- venue, cameras to be used, drone photography, with	No change

			model or without, with narration of without, no. of days of shoot. Hence, to have one unit cost won't be possible. Request MOT to re look at this.	
18.	Financial quote details, Point N	34	The fee (commission) normally depends on the media cost. For eg-a small paid campaign of Rs. 2 lac with have a smaller commission percentage in comparison to large paid campaigns (1 CR +). Hence, we will request MOT to remove this category from the financial Agency commission. Fee can be submitted along with the paid campaign being proposed.	The said point has been removed. May refer to the revised Annexure FQ 2 is given at Annexure – III below.
19.	Eligibility Criteria	3& 4	We are registered as Small Enterprise with Ministry of MSME wide UAN DL08E0006008. As per Policy Circular No. 1(2)(1)/2016MA dated 10.03.2016, from Ministry of MSME, Govt. of India following eligibility conditions are waived off for Small & Medium Enterprises registered under Ministry of MSME, Govt. of India and Startups	<p>No Change.</p> <p>It is further stated here that eligibility criteria including minimum work experience and turnover requirements have kept at this particular threshold keeping in mind the spirit of encouraging wider participation of MSMEs/Start ups entities.</p> <p>The dedicated social media agency of the Ministry carries overall responsibility of creating suitable content for the promotion of one of the most premium brands of the country i.e. Incredible India, which is being followed by several organizations both at international and national level including diplomatic Missions. Hence prior experience of the social media agencies is a must. However, in order to encourage wider participation in the</p>

			<p>registered under Department of Promotion of Industry and Internal Trade, Ministry of Industry & commerce, Govt. of India:</p> <p>1. Turnover requirement 2. Prior Experience Requirement</p> <p>In reference to query no. 1 and query no. 2, we sought exemption from the prior turnover requirement and prior experience requirement.</p>	<p>RFP, the minimum experience for bidders have been kept at 5 years and minimum cumulative turnover of Rs.10 crores during last three financial years.</p> <p>The minimum turnover and experience has already been kept very liberal so as to encourage more and more bidders to participate in the Tender process.</p>
20.	Technical Evaluation	19	<p>In technical evaluation criteria, you have allocated 65% marks base on the turnover and previous experience thus making it almost impossible for all the start-ups to get qualified for opening of financial bid.</p> <p><i>Referring to the above notification from Govt. of India, we wanted at ask if you would provide any benefit/additional weightage to the start-ups recognised by DPIIT?</i></p>	<p>No Change.</p> <p>It may be observed, that only 30 % marks have been allotted to turnover and experience.</p> <p>Further, the eligibility criteria including minimum work experience and turnover requirements have kept at this particular threshold keeping in mind the spirit of encouraging wider participation of MSMEs/Start-ups entities.</p>
21.	3-Eligibility Criteria and 9-Evaluation of Proposals	20-21	<p>We are a MSME and DIPP Start-ups Registered firm working with Govt. Sector in India and Abroad for providing various</p>	<p>No Change.</p> <p>Same as point 19 above</p>

			IT services including Social media and Digital Media Paid promotion campaign activities etc. We request you to kindly relax the prior Experience and Turnover requirements as per Govt. of India guidelines for MSME and DIPP and Evaluation of Proposals clauses.	
22.	Point V-Scope of work sub point I- Social Media management sub Point iv- Creatives	6	Will Ministry provides the fresh photographs & videos OR agency needs to buy or shoot them on behalf of MoT on a chargeable basis.	As stated in the RFP, fresh shoot to be undertaken by the agency.
23.	Point V-Scope of work sub point I- Social Media management sub Point iv- Live coverage/Webcasting	6	We think 'Photography & Videography does not come under Social Media Management, however, we can stream live events on Social Media if the feed is provided by the MOT.	No change
24.	Point IV- Key Influencer Programme	8	Will the Ministry share list of existing bloggers	While the Ministry may suggest certain bloggers from time to time, the input for the same has to be given by the agency, which is essentially responsible for the recommending the list, on a regular basis.
25.	Evaluation Criteria Technical Evaluation 04	19	We request the authority to kindly change this clause as Social Media management Projects undertaken in any Tourism and/or Hospitality related field in the last 7	No Change A three-year experience exclusively in the hospitality industry, is not an essential eligibility criterion. However, the points being awarded for the same has been amended. May refer to Annexure – II.

			years (i.e. 2015-2016, 2016-2017, 2018-2019, 2019-2020, 2020-2021 and 2019-2020, 2020-2021) as the case may be	
26.	Xiii- 8.4 Technical Proposal	17	Do you need approach & methodology with submission of technical bid or will be intimated after technical evaluation.	Same as Serial No.4 above
27.	8.1 submission of Proposal	15	Submission will be offline mode only?	The bid has to be submitted in physical form, as per the RFP
28.	8.4 (Viii)	15	The following is a Gatekeeping Clause and keeps Start-ups and MSMEs outside the purview of consideration. The clause creates a barrier for any new entrant by asking for previous experience in specific domain, even when they have prior experience of Social Media Management. For an MSME to have a three year experience exclusively in the hospitality industry is difficult clause to fulfil.	A three year experience exclusively in the hospitality industry, is not an essential eligibility criteria.
29.	9(i) Technical Evaluation Table Parameters S No. 04	19	The following is a Gatekeeping Clause and keeps Start-ups and MSMEs outside the purview of consideration. The clause creates a barrier for any new entrant by asking for previous	No change. A three year experience exclusively in the hospitality industry, is not an essential eligibility criteria.

			experience in specific domain, even when they have prior experience of Social Media Management. For an MSME to have a three year experience exclusively in the hospitality industry is difficult clause to fulfil.	
30.	Clause 3 point no. 3.3 eligibility criteria	3	As per the clause 9 point no. 3 you have mentioned that “other private organisations or other international organization” is not mentioned in clause 3.3 of eligibility criteria. May we assume the same for clause no. 3 point no. 3.3 of Eligibility criteria?	Point 3.3 may be read as :- The Firm / Agency must have been in operation for a minimum period of 5 years as on 31 st March 2022 with at least 03 years of experience in providing service in Social Media Management for any Central Government or State Government or Union Territories or Public Sector Undertaking or recognized research institutions or semi-government or statutory or autonomous organizations or recognized educational institutions or private organizations or international organizations.
31.	Clause 3 point no. 3.5 eligibility criteria	4	As per the clause 9 point no. 3 you have mentioned that “other private organisations or other international organization” is not mentioned in clause 3.3 of eligibility criteria. May we assume the same for clause no. 3 point no. 3.5 of Eligibility criteria?	Point 3.5 may be read as :- In the last 3 Years (i.e. 2018-19, 2019-20 and 2020-21 or 2019-20, 2020-21 and 2021-22) as the case may be, the bidding agency must have completed minimum of 3 projects of Social Media Management for any Central Government or State Government or Union territories or Public Sector Undertaking or recognised research institutions or semi-government or statutory or autonomous organisations or recognised educational institutions or private organizations or international organizations.
32.	Clause 9 point no. 3 evaluation of proposals	19	If we are working on a retainer contract with a client and doing numerous projects for the same, will it be treated as one project or can we	Each Work Order to be treated as a separate project.

			provide details of all projects?	
33.	Clause 9 point no. 3 evaluation of proposals	19	<p>Refer clause no. 8.4(viii) Wherein it reads- Though Tourism domain experience does not form part of the Eligibility Criteria h this RFP, marks in Technical evaluation will be awarded for the same as detailed in para 9(i) of this RFP. Therefore, agencies may submit Work orders/ Client Completion Certificates for Social Media management experience in the Tourism and /or Hospitality fields in the last three years (i.e. 2018-2019, 2019-2020 and 2020-21 or 2019-20, 2020-21 and 2021-22) as the case may be.</p> <p>Our humble submission is ideally, as it is mentioned Tourism domain experience does not form part of the Eligibility Criteria H this RFP, This parameter should be omitted from the Parameter of technical evaluation of the proposal. Even is your good self feels that there</p>	<p>The revised criteria is as under :-</p> <p>Social Media Management Projects undertaken in any Tourism and/or Hospitality related field in the last 3 years (i.e. 2018-19, 2019-20 and 2020-21 or 2019-20, 2020-21 and 2021-22) as the case may be).</p> <p>(2 marks for every project with a maximum of 6 Marks)</p> <p>** The amended Parameters (Clause 9 (i) for the Technical Evaluation is appended at Annexure II.</p>

			<p>should be considered then.</p> <p>A. The experience of the overall Service Sector should be considered as the overall approach will be the same and marks should be awarded accordingly in the technical evaluation.</p> <p>B. The maximum marks should not be 15 marks (same as the Years of Experience and Annual turnover) please consider reducing the maximum score for this parameter of 5. Otherwise, instead of new thinking and a novel creative approach, the agencies with experience in tourism only will score.</p>	
34.	Eligibility Criteria (3.5)	4	<p>Do we have to submit work order and client completion certificate both or anyone to as proof, if completion certificate is mandatory can agency submit self-certifications as sometimes client doesn't provide the same. Kindly confirm</p>	No change
35.	Note II (xiv)	17	Do agencies need to deploy separate	Yes. Separate teams needed.

			team for both the projects? Please confirm.	
36.	Evaluation	20	Do agencies need to submit presentation along with bid or a separate presentation session will be held with MOT? Please confirm.	To refer to Serial No.4 above
37.	Evaluation	20	Will agencies receive any theme or topic for these? Creatives Required for the same, please confirm.	Has to be suggested by the agency.
38.	Clause no. 3.3	3	Please note that as per Central Vigilance Commission Guidelines, experience of government sector and private sector are at par and hence you are requested to kindly incorporate private sector experience in clause 3.3 on page 3. Also please clarify that the three years' experience clause can be satisfied by providing copy of a work order/contract agreement dated 3 years back and not that the bidder should be providing service for the last three years.	May refer to Serial No. 30 above
39.	Clause 3.4	3	As per Central Vigilance Commission Guidelines the turnover clause is	The contract value is not defined. It is further stated here that eligibility criteria including minimum work experience and turnover requirements

			defined as annual average turnover from the last three financial years and not cumulative turnover from last three financial years of one's choice. The turnover should be annual average turnover from the last three years that is 30% of the estimated value of the contract. You are requested to kindly provide estimate value of the contract as government entities do not invite a tender until the budget is approved for the required procurement. Also clarify that this turnover should be as per the figure filed in the audited balance sheet.	have been kept at this particular threshold keeping in mind the spirit of encouraging wider participation.
40.	Clause 3.5	4	<p>We are astonished to learn that this clause has been drafted in complete violation to the Central Vigilance Commission Guidelines on many accounts:</p> <ol style="list-style-type: none"> 1. Private sector experience has been sidelined. 2. Ministry of Tourism is not an educational institution then why such criteria has been stipulated. 	<p>To refer to Serial No.30 above.</p> <p>2. The same has been incorporated to include a wider scope of experience of services rendered and not only cater to a particular sector.</p>

			<p>3. No value of any of three projects have been asked for, which means projects worth Rs. 500/- or Rs. 1000/- also qualify.</p> <p>You are requested to kindly amend the same to avoid legal complication and audit scrutiny.</p>	<p>3. No change. The said Criteria has been included to assess the level of experience of a bidder in terms of handling multiple clients engaged in multiple sectors.</p>
41.	3.10	5	<p>The bid security declaration facility was only applicable till 31.12.2021, therefore you are requested to kindly clarify the bid security amount so that the entire bidding process is not illegal by virtue of violation the government norms.</p> <p>Refer Government Office Memorandum No. F.9/4/2020-PPD dated 12th Nov, 2020.</p>	<p>Reference OM of even number, as quoted, dated 30.12.2021, states that the validity of the particular OM dated 12.11.2020 regarding "Performance Security" has been extended till 31.3.2023</p>
42.	03	19	<p>This clause has been drafted in complete violation to the Central Vigilance Commission Guidelines No. value of any of three projects have been asked for, which means projects worth Rs. 500/- or Rs. 1000/- also qualify.</p> <p>So it is a pure case of favoritism.</p>	<p>The revised Clause 9 (i) (03) and (i) (04) as below:-</p> <p>Social Media Management Projects undertaken in the last years i.e. (2018-19, 2019-20 and 2020-21 or 2019-20, 2020-21 and 2021-22) as the case may be, other than tourism related with any Central Government or State Government or Union territories or Public Sector Undertaking or recognized research institutions or semi-government or statutory or autonomous organizations or recognised educational institutions or other private organisations or other international organization.</p>

				<p>For minimum 3 projects – 12 marks Beyond three projects, for every additional project, marks to be given as per the below table :-</p> <table><tr><td>Value of Project</td><td>Additional marks</td></tr><tr><td>Upto Rs.50 Lakhs</td><td>01</td></tr><tr><td>Rs.75 lakh</td><td>02</td></tr><tr><td>Above Rs.75 Lakhs</td><td>03</td></tr></table> <p>Total Maximum Marks – 20</p>	Value of Project	Additional marks	Upto Rs.50 Lakhs	01	Rs.75 lakh	02	Above Rs.75 Lakhs	03
Value of Project	Additional marks											
Upto Rs.50 Lakhs	01											
Rs.75 lakh	02											
Above Rs.75 Lakhs	03											
43.	04	19	<p>This clause has been drafted in complete violation to the Central Vigilance Commission Guidelines no. value of projects undertaken has been defined in any Tourism and/or Hospitality related field in the last 3 years (i.e. 2018-2019, 2019-2020 and 2020-21 or 2019-20, 2020-21 and 2021-22) as the case may be So it is a pure case of favoritism.</p>	<p>No change. The said Criteria has been included to assess the level of experience of a bidder in terms of handling multiple clients engaged in multiple sectors.</p>								

9. Evaluation of Proposals (REVISED)**i) Technical Evaluation:**

Technical proposals will be opened in the presence of representatives of agencies submitting proposals at **1600 hrs. on dt 04/08/ 2022** for verification of documents submitted and fulfillment of eligibility criteria. 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. Date for the presentation would be intimated by an e-mail to all eligible agencies. On the basis of presentation made by the eligible agencies, a constituted committee will evaluate the technical proposals of the eligible agencies against a total of 100 Marks as per following details:

Sr. No	Parameters	Maximum Score								
01.	No. of years of Experience in work relating to Social Media Management. (five marks for minimum experience of 3 years as per eligibility criteria and two mark each for additional years of experience for a maximum of 10 marks) Maximum Marks = 15 (i.e. 5+10) Marks	15								
02.	Cumulative annual turnover for the last three financial years (i.e. 2018-19, 2019-20 and 2020-21 or 2019-20, 2020-21 and 2021-22) as the case may be). Upto Rs. 15 crores – 5 Mark Upto Rs. 20 crores – 10 Marks Above Rs. 20 Cr. – 15 Marks Total Maximum Marks = 15	15								
03.	Social Media Management Projects undertaken in the last years i.e. (2018-19 , 2019-20 and 2020-21 or 2019-20, 2020-21 and 2021-22) as the case may be , other than tourism related with any Central Government or State Government or Union territories or Public Sector Undertaking or recognized research institutions or semi-government or statutory or autonomous organizations or recognised educational institutions or other private organisations or other international organization. For minimum 3 projects – 12 marks Beyond three projects, for every additional project, marks to be given as per the below table :- <table><tr><th>Value of Project</th><th>Additional marks</th></tr><tr><td>Upto Rs.50 Lakhs</td><td>01</td></tr><tr><td>Upto Rs.75 Lakhs</td><td>02</td></tr><tr><td>Above Rs.75 lakhs</td><td>03</td></tr></table> Total Maximum Marks - 20	Value of Project	Additional marks	Upto Rs.50 Lakhs	01	Upto Rs.75 Lakhs	02	Above Rs.75 lakhs	03	20
Value of Project	Additional marks									
Upto Rs.50 Lakhs	01									
Upto Rs.75 Lakhs	02									
Above Rs.75 lakhs	03									

04.	Social Media Management Projects undertaken in any Tourism and/or Hospitality related field in the last 3 years (i.e. 2018-19, 2019-20 and 2020-21 or 2019-20, 2020-21 and 2021-22) as the case may be. (2 marks for every project with a maximum of 6 Marks)					6
06.	Profiles of proposed team members including Project manager, Social Media analyst, social media executives, content writer, graphic designer.					14
	Team members profile	Total No. of team members	Marks for each profile with 3-5 years of experience	Marks for each profile with Five (5) years of experience and above	Maximum Marks for each profile	Maximum marks
	Project manager	02	1.5	2.5	2.5	05
	Social Media analyst	02	0.5	1.5	1.5	03
	Social media executive	04	0.25	0.5	0.5	02
	Content writer	04	0.25	0.5	0.5	02
	Graphic designer / Video Editor	02	0.25	0.5	0.5	01
	Videographer/Photographer	02	0.25	0.5	0.5	01
	(Maximum 14 Marks)					
07.	Approach & Methodology including but not limited to the following: <ul style="list-style-type: none"> Proposed brand vision and social media strategy for Ministry of Tourism (8 marks) Content Development Strategy (7 marks) Concept and Methodology for Social Influencer Programmes (5 marks) Maximum Marks will be 20 (i.e. 8+7+5)					20
08.	Innovative Ideas and Suggestions					10
	Total					100

Financial Quote details

Format for Annexure FQ 2 (Revised)

To be provided on 'Company letter head'

The Dy. Director General (Publicity Division),
Ministry of Tourism
Transport Bhawan, 1, Parliament Street,
New Delhi

Subject:- Financial Quote Details.

Madam/ Sir,

1. This has reference to the Ministry of Tourism's RFP no.....dated.....for Appointment of Dedicated Creative Agency.
2. In this context, our **total financial quote** for three years in respect of above RFP is Rs....(Rupees in words), excluding taxes. Break-up of the total financial quote is as given below:

Sl No .	Item	<u>Expected / anticipated requirement for three years (i.e. 36 Months)</u>	Unit cost (Excluding Taxes) In INR	<u>Total Cost for or three years</u> in INR (as per expected / anticipated requirement for 3 years (i.e. 36 months) wherever indicated against each item) (excluding taxes)
1	2	3	4	5
A.	Cost of setting up additional accounts in any new social media platforms, if any, (per platform) (one time cost)	5 Platforms*	Cost per platform Rs.....	Rs..... (5 x Unit Cost for platforms)
B.	Cost of Monitoring social media platforms (per platform per month)	13 Platforms	Cost per platform per month Rs.....	Rs..... (Unit cost for per Platform x 13 x 36)

C.	<p>Adding content and responding to the social media platforms including</p> <p>i. Developing creative units like banners / posters, Instagram reels, Instagram stories etc. for the updates.</p> <p>ii. Editing, adapting and uploading photos and videos supplied by the Ministry or procured from 3rd party.</p>	An average of 4500 updates per platform during three (3) years*	<p>Cost per update per platform.</p> <p>Rs.....</p>	<p>Rs.....</p> <p>(Unit Cost for per update per platform X 13 X 4500)</p>
D.	i. Cost of developing video content of up to one minute duration for social media on tourism destinations and products, festivals, events, achievements, etc.	72 during three (3) years*.	<p>Cost per video content developed</p> <p>Rs.....</p>	<p>Rs.....</p> <p>(Unit Cost per video content development x 72)</p>
	ii. Cost of developing 2D animation video content of up to one minute duration for social media on tourism destinations and products, festivals, events, achievements, etc.	36 during three (3) years*.	<p>Cost per video content developed</p> <p>Rs.....</p>	<p>Rs.....</p> <p>(Unit Cost per video content development x 36)</p>
E.	Cost of developing Creatives <u>with fresh photo shoot</u> for Thematic Campaigns to be posted on the Social Media Handles of the Ministry. Each Campaign would have 6 such creatives.	36 thematic campaigns during three (3) years*	<p>Cost per thematic Campaign</p> <p>Rs.....</p>	<p>Rs.....</p> <p>(Unit cost per thematic campaign x 36)</p>
F.	Cost of developing video content of up to one-minute duration, <u>with fresh shoot</u> for Thematic Campaigns to be posted on the Social Media Handles of the Ministry. Each Campaign would have 1 video. (For videos of longer duration than one minute, if required, cost would be calculated on pro-rata basis)	36 Thematic Campaign for three (3) years*.	<p>Cost per thematic Campaign</p> <p>Rs.....</p>	<p>Rs.....</p> <p>(Unit Cost per thematic Campaign x 36)</p>

G.	Cost of procuring third party photographs with perpetual usage rights	540 Photos during three (3) years*.	Cost per photograph Rs.....	Rs..... (Unit cost per photograph x 540)
H.	Cost of procuring third party Videos with perpetual usage rights of one minute duration.	180 videos during three (3) years*.	Cost per video Rs.....	Rs..... (Unit cost per video X 180)
I.	Cost for providing Live Coverage of Events, Conferences, Festivals, etc. Expected Requirement: 12 Events/ Conferences/ Festivals per year*	36 Events/ Conferences/ Festivals during three (3) years*.	Cost per Event/ Conference / Festival Rs.....	Rs..... (Unit cost per Event/ Conference/ Festival x 36)
J.	Cost of publishing online press releases on 50 web portals within India	36 press releases on 50 web portal during three (3) years*	Cost per press release per web portal Rs.....	Rs..... (Unit cost per press release x 50 x 36)
K.	Cost of publishing online press releases on 10 web portal outside India	36 press releases on 10 web portal during three (3) years*	Cost per press release per web portal Rs.....	Rs..... (Unit cost per press release per site X 10 x 36)
L.	Cost of making power point presentation with multimedia content on tourism publicity & promotion / initiatives / achievements etc. for Ministry as and when required (minimum 50 slides)*	18 Presentations during three (3) years*.	Cost per presentation Rs.....	Rs..... (Unit Cost per presentation X 18)
M.	Cost for planning and executing Key Influencer Programmes Expected Requirement: 6 Programmes per year*	18 Programmes during three (3) years*.	Cost per Programme Rs.....	Rs..... (Unit cost per programme X 18)

N.	Social Media Listening and Monitoring with 100-150 key words including the Data Tool cost.	For three (3) years	Cost per month Rs.....	Rs..... (Unit cost per month X 36)
O.	Cost for Management of Chatbots includes responding to messages appearing on Incredible India instant messaging platforms such as WhatsApp and Facebook Messenger. Chat platforms will be setup exclusively by the Ministry and the cost for the same have not to be incurred by the agency	For three (3) years	Cost per month Rs.....	Rs..... (Unit cost per month X 36)
P.	Any other Costs (to be specified)		Rs.....	Rs.....
Q.	Total (Excluding GST)			
	Applicable GST will be paid as per actuals.			

Note:

- i. There should be no mismatch in columns 4 and 5 in table above, while making calculations.
 - ii. The quantum of work specified above is only an estimation/approximation of required work. The quantity may vary as per actual requirement.
3. I/We understand that **the Grand Total Financial Quote** as given at column - 5 (R) will be considered for financial evaluation. The item-wise cost indicated in column 4 of the table in Para's 2 (A) to (Q) will not be considered for financial evaluation.

Name of the Bidder:

Authorized Signatory:

Name:

Seal:

Date:

Place:
