

**F.No.02/01/2022-COMM
Government of India
National Institution for Transforming India
(Communication Cell)**

**NITI Bhawan, New Delhi
Date: 01/07/2022**

NOTICE

Subject: Communication Cell's RfQ-cum-RfP Reference No.02/01/2022-COMM dated 16/06/2022 towards hiring a Digital Amplification & Social Media Management Agency for NITI Aayog.

With reference to Communication Cell's RfQ-cum-RfP referred above, the response to the queries raised by the bidders during the Pre-Bid Meeting and sent through email is attached herewith at Annexure-I.

Yours faithfully



(Manisha Verma)

Under Secretary to the Govt. of India

For Uploading on the Website of NITI Aayog and on Central Public Procurement Portal.

ANNEXURE-I

Sl.No.	Query	Response
1	Will agency be responsible to execute any work that is not in scope at time of RFP submission without any additional fee billing?	Agency may be assigned any amount of work mentioned in the scope after award of contract for which the agency shall be paid in accordance with the value and terms of the contract.
2	Performance security needs to be provided for how much value?	3% of <u>Total Contract Value Including GST.</u>
3	What will be required as supplemental information?	Any information as deemed necessary by NITI pertaining to the Bid submitted by the Bidder.
4	The requirement mentions previous work. Does it mean that the participating agencies mandatorily need to have worked for NITI in past?	No. Previous Works performed for other Central/State Government Departments which may or may not include NITI Aayog.
5	Is scope applicable to two main hubs? Team India Hub & Knowledge and Innovations hub	Yes
6	Is a plan expected at an Annual level (for 12 months)	Yes – the plan is expected for at least a year. An overall plan and tailored ones for specific projects/initiatives.
7	Other clients: are we supposed to showcase credentials of where agency has done work with other clients?	Yes, specifically to be in this order: Name of the client Duration of the Contract Contract Amount Inclusions of the Contract Work done Relevant outcomes/case studies
8	Can we include all experience irrespective of nature of work? OR do we include experience only relevant to the scope	Relevant to the scope.
9	Should we include the experience of the Alliance partner?	Yes. Experience/Credentials of both partners shall be considered while evaluating the bids.
10	Can we get a briefing & better understanding on the expectations for the three scoped items	Onboarding influencers to engage with NITI Aayog's initiatives/campaigns on social media – Suggest a few influencer names and suggest ways through which NITI Aayog can engage with them. Tracking NITI Aayog in both offline and online media – Demonstrate tracking capabilities and also future course of action to amplify positive stories. Twitter/ Facebook trends – Ways to leverage

		trends for NITI Aayog's social media handles.
11	Is the turnover asked in the tender document is average or in absolute terms for each specific year since the year of Incorporation	<p>The bidders are required to submit the average annual turnover Certificate for the past three financial years.</p> <p>Start-Ups/MSMEs/NSIC registered firms are also required to submit the average annual turnover certificate. Start-Ups not older than 03 years may submit the average turn-over annual since the year of incorporation.</p> <p>So far as Evaluation on the Previous Experience and/or Turnover Parameter mentioned in the Evaluation Criteria is concerned, extant guidelines of the Government of India shall be followed.</p> <p>Failure to submit any document sought in the RfQ-cum-RfP document shall make the bid liable to be rejected.</p>
12	Is Joint Venture allowed in the tender?	Yes
13	Does the terms "Other Clients" include Private Clients as well?	The term "Other Clients", as mentioned at Point A of the Evaluation Criteria includes Private as well as Government Organizations.
14	Will the cost of 3rd party Social Sensing tool included in the bid?	All costs will be included in the contract. No additional payment for any amount of work mentioned in the scope shall be made.
15	Is the production of TVCs and Live Streaming of various events of NITI Aayog and other stakeholders on Digital Platforms included?	Live streaming and basic stakeholders video cost to be included.
16	As this tender is broadly about the Digital Amplification, will Niti Ayog assign a separate budget for boosting by the social media platform provider e.g. Facebook, Twitter, LinkedIn etc., towards paid social media activities including Page Fans, Followers, Post Boost, Video Views and social engagement etc.?	No paid engagement required.