

**F.No.13/11/2020-CMU
National Institution for Transforming India
(Communication Cell)**

**Sansad Marg, New Delhi-110001
Date:-17/02/2022**

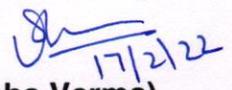
NOTICE

Subject: RfQ-cum-RfP towards selection of a new Digital Amplification, Social Media Management & Website Development/Maintenance Agency (Social Media Agency) for NITI Aayog.

With reference to Communication Cell's Etender Reference No.13/11/2020-CMU dated 02/02/2022 towards selection of a new Social Media Agency for NITI Aayog, the response to the queries raised by the bidders during the Pre-Bid Meeting and sent through email is attached herewith at Annexure-I.

Email: As above.

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.

PRE-BID QUERIES
RFQ-CUM-RFP TOWARDS HIRING A NEW SOCIAL MEDIA AGENCY
FOR NITI AAYOG

SL. NO.	QUERY	RESPONSE
1	Does Topics will be provided by Niti Ayog for pod casts, animation and live action video? In how many Languages it will be needed. Please specify	<ol style="list-style-type: none">1. Podcasts: Support required only for amplification, not for content. Recording requirement may be requested once in a while.2. Animation and live action video: script will be provided, support required for shooting and editing purposes. Generally, videos required in English and Hindi. However, this may change on a case to case basis.
2	How many Influencers will be required and of which platform - Instagram and Youtube	Influencers across all sectors required for all social media platforms. The number cannot be specified as this would differ from project to project.
3	Who will short Stakeholders bytes, if the agency has to shoot then please share in how many visit it will take	The agency needs to provide support for all videography/photography purposes. The number of visits may differ from project to project.
4	Which type of Website has to be created, payment is involved or not.	Not in current websites.
5	SSL Certificate will be provided By Niti Ayog.	No. SSL Certificate will be provided by the Agency.
6	Please specify how many portals/website will be needed and how many mobile apps will be needed and please specify the details about it.	<p>The agency will have to maintain the website of NITI Aayog (niti.gov.in) throughout the currency of its contract. The maintenance will include revamping/redesigning of the website, procurement of SSL Certificate, Security Audit as well as STQC Certification as per the needs of NITI Aayog.</p> <p>For development and/or maintenance of any other website/dashboard/portal/mobile application, separate work order(s) will be issued to the selected agency as per the quotes in Part-II of the Financial Bid. Maintenance of other websites/portals, when assigned, shall also include all necessary certificates such as SSL Certificate, Security Audit as well as STQC Certification.</p>
7	Does the agency have to write the content of the website?	No.

8	Please specify on how many keywords agency has to work.	The number of keywords may vary from project-to-project basis. For instance, if there's an agriculture-based event, the keywords will be different from that of an EV-based event.
9	On Page 38 - 2nd Point B Point - The Social Media Monitoring Program will undertake monitoring across 150-200 keywords. Please elaborate this point.	
10	On Page 40 - Point C - Provision to send eMails using NIC eMail – Do the agency has to create e-mailer portal.	No. Provision is required to generate emails using NIC email gateway for different use cases in the portal e.g. response to feedback received where message body may be fixed or user defined depending on requirement
11	With respect to the requirement mentioned on page 38, B) Strategic Services, Point 2; request clarification on expectations from the Social Media Monitoring Program.	<ol style="list-style-type: none"> 1. Daily report highlighting/flagging news media/social media mentions. 2. Prepare pre- and post-event communications strategies for social media. For instance, a comms strategy may be provided for the Union Budget, highlighting important and relevant updates pertaining to NITI Aayog and the economy and how to amplify the same. 3. Prepare a vertical and/or programme-wise schedule for dissemination of content
12	Page 39, Point 3 under Media Strategy and Direction, request clarification on the expectations regarding dissemination of press notes, releases, articles etc.	<p>The Press Information Bureau is the nodal department for all press-related requirements of the Government of India, including liaising with journalists.</p> <p>Under Media Strategy and Direction, support is required to post press releases, corrigendums, articles, etc., on social media platforms and amplify the same. Support also required for monitoring trending news topics/articles relevant to NITI Aayog on major social media platforms, including Twitter, FB, LinkedIn, etc.</p> <p>Strategize on neutralizing any post-event backlash, negative reportage as trending on social media.</p>
13	Request clarification on monthly deliverables for LIVE/Q n A sessions, animation videos/podcasts and social media trends.	A minimum of 10 LIVE/Q&A sessions, animation videos required. Recording support for podcasts may be needed from time to time. Daily monitoring of social media trends as may be relevant to NITI.
14	Plan and Concept of social media monitoring & Influencers for NITI Aayog – Please elaborate on the nature of monitoring required from the agency,	This would differ from project to project. Daily monitoring of relevant trends/news stories to be done, along with strategizing for engaging with trending topics;

	along with the frequency and solutions that are needed in case of crisis.	preparing a comms strategy for specific events such as Governing Council meeting, launch of reports, etc., crisis management for neutralizing any post-event backlash, negative reportage as trending on social media
15	Media Monitoring is for specific stage or India.	News articles/trends as may be relevant to NITI to be monitored on a daily basis across all social media platforms.
16	NITI Aayog to provide content or agency has to write content also.	Unclear as to content for what is being referred to here.
17	We don't have the exact number of applications, websites, and dashboards to be developed.	<p>The agency will have to maintain the website of NITI Aayog (niti.gov.in) throughout the currency of its contract. The maintenance will include revamping/redesigning of the website, procurement of SSL Certificate, Security Audit as well as STQC Certification as per the needs of NITI Aayog.</p> <p>For development and/or maintenance of any other website/dashboard/portal/mobile application, separate work order(s) will be issued to the selected agency as per the quotes in Part-II of the Financial Bid. Maintenance of other websites/portals, when assigned, shall also include all necessary certificates such as SSL Certificate, Security Audit as well as STQC Certification.</p>
18	Media Strategy and Direction - Execute campaigns/ events of NITI, both online and offline, and conduct a situation analysis by identifying target audiences Offline media liaison? Meaning do we need to plan media for offline as well?	<p>The Press Information Bureau is the nodal department for all press-related requirements of the Government of India, including liaising with journalists.</p> <p>Under Media Strategy and Direction, support is required to post press releases, corrigendums, articles, etc., on social media platforms and amplify the same. Support also required for monitoring trending news topics/articles relevant to NITI Aayog on major social media platforms, including Twitter, FB, LinkedIn, etc.</p> <p>Strategize on neutralizing any post-event backlash, negative reportage as trending on social media.</p>
19	Media Strategy and Direction- Enhance followers? What kind of increase or numbers on each platforms are we looking for.	Ensure organic growth by a minimum of 20% on every platform.
20	Website Development and Management	

	<p>Niti Aayog website for maintenance will a cms backend be shared?</p> <p>Do we need to rebuild full niti ayog website or maintain?</p> <p>Websites to be build and developed? How many and which programming language ?</p> <p>Mobile application is a very vast domain. Kindly keep it on actuals or detail the scope of work.</p>	<p>CMS used shall be preferably Latest Open Source CMS with no proprietary licence. Right now mostly Drupal/Wordpress is used</p> <p>Maintenance and enhancements as required which may include redesigning, revamping, procurement of SSL Certificates, Security Audit Certification, STQC Certification, addition of new pages and development of microsities like icmef.niti.gov.in, naturalfarming.niti.gov.in etc</p> <p>It will be need based and will be developed preferably in open source stack with no proprietary licence requirement. Visit niti.gov.in, aim.gov.in and links in these for better idea of size, complexity and tech stack used in these websites and microsities.</p> <p>This is a variable component. Submit the proposal as per your assumptions and market experience. Clearly state the assumptions too.</p>
21	<p>Content Development & Management- Animation/ Live Action videos/podcasts (30 sec – 60 mins)</p> <p>Will these animations videos be in 2d? will it have VO? any reference for this.</p>	<p>This will depend on the project requirement. It will have a VO, preferably in both English and Hindi. Please visit our YouTube channel to get an overview of the kind of video support expected by the social media agency.</p>
22	<p>Content Development & Management- Short video bytes of stakeholders on NITIs initiatives for use on social media platforms (Up to 05 Minutes)</p> <p>Short video bytes will be just shot where?</p>	<p>Venue not fixed, will depend on the event.</p>
23	<p>Media Strategies- Tracking NITI Aayog in both offline and online media Please elaborate are these newspapers? Can we track their e-papers or articles?</p>	<p>Yes, you can track e-papers AND digital news sites.</p> <p>Please ensure subscription of all CAT-A and CAT-B papers.</p>
24	<p>Development & Maintenance Cost Per Website</p> <p>a) Please clarify are these components different from Part I: Fixed Cost given in FORM 4B: SUMMARY OF COSTS as they too contain Website component in it.</p> <p>b) Please also clarify the scope for these line-items.</p>	<p>The agency will have to maintain the website of NITI Aayog (niti.gov.in) throughout the currency of its contract and the cost of the same needs to be indicated at Sl.No.2 of the Fixed Cost at Form 4B. 1/12th of the Fixed cost shall be released as monthly fee to the selected agency.</p> <p>For development and/or maintenance of any other website/dashboard/portal/mobile application, separate work order(s) will be issued to the selected agency as per the</p>

		quotes in Part-II (Variable Cost) of the Financial Bid.
25	<p>WEBSITE DEVELOPMENT & MANAGEMENT</p> <p>Please specify the present technology stack (front end and back end) used for existing website.</p> <p>Please clarify the technology stack (front end and back end) that NITI Aayog wants for this project.</p> <p>Please clarify NITI Aayog will be providing the contents for the website.</p> <p>Please clarify Vendor who will be awarded the contract will be responsible for providing hosting of the website or will the website be hosted on NIC Server or NITI Aayog Server?</p> <p>Is Website to be integrated with Payment Gateway and / or SMS Gateway and / or Email Gateway? If yes, then who will be responsible for procuring the gateways - NITI Aayog or Vendor?</p>	<p>Drupal, PHP and Mysql/MariaDB</p> <p>Same as above for maintenance and enhancement. Other alternatives may be discussed when revamping/new development is required. Choice of tech-stack may differ depending on the website.</p> <p>Yes</p> <p>Hosting will be on NIC Servers on Cloud. NIC will provide infrastructure for main site and DR as needed. Maintenance of it will be the responsibility of successful bidder. Access to VMs on cloud will be through VPN only. Other Meity approved hosting platforms may be used as per application requirement and on discretion of concerned NITI Vertical</p> <p>NIC email gateway and sms gateway will be used for emails and sms respectively. For SMS, DLT platform for header and content registration will be used. NIC will provide SMS APIs. SMS will be billed on actuals. No application is using Payment Gateway</p>
26	<p>Development of mobile application Please clarify the scope for the line-item.</p> <p>Please clarify the technology stack (front end and back end) that NITI Aayog wants for this project.</p> <p>Please clarify NITI Aayog will be providing the contents for the mobile application.</p> <p>Who would be providing the playstore and Apple Store licences for the mobile application - NITI Aayog or the vendor who will be awarded the contract i.e will NITI Aayog be purchasing and providing the licences and hosting for Android Playstore and Apple App Store or will it be the responsibility of the</p>	<p>Answered above.</p> <p>Mobile apps developed for NITI can use NIC licences for all stores</p> <p>It will be need based and proposal may be submitted for all specifying details for each</p>

	<p>Vendor?</p> <p>Is NITI Aayog looking only for Android based mobile app and / or iOS based mobile app and / or Hybrid Mobile App?</p> <p>Please provide the detail of required modules and features desired in the Mobile App.</p> <p>Is Mobile App to be integrated with Payment Gateway and / or SMS Gateway and / or Email Gateway? If yes, then who will be responsible for procuring the gateways - NITI Aayog or Vendor?</p> <p>Is Push notification feature required in the mobile App?</p>	<p>General modules and features may be assumed and proposal can be submitted based on that. State the assumptions made in proposal.</p> <p>Generally no payment gateway is used in NITI apps. For SMS and emails NIC gateways and apis will be used. SMS charges will be paid on actuals by NITI Aayog</p> <p>Will depend on requirement</p>
27	<p>What are the top 3 goals for the project?</p>	<ul style="list-style-type: none"> • Information dissemination/spreading awareness • Reputation management, will include proactive engagement with external stakeholders • Crisis management, neutralizing any post-event backlash, negative reportage as trending on social media
28	<p>What are the key messages you would like to communicate on your social media?</p>	<ol style="list-style-type: none"> 1. First, communicate relevant policies and programmes. 2. Second, amplify NITI's engagement with the states and union territories as part of its fostering cooperative federalism mandate. 3. Third, adequately amplify all reports and publications, including news op-eds, articles written by the NITI team. 4. Fourth, position it as an innovation hub, as a think-tank, as a knowledge repository.
29	<p>Who are your key stakeholders? Do they have adequate representation online and if not would you like us to include the approach for the same</p>	<p>Internal stakeholders: The senior management committee of NITI, including the Vice Chairman, 3 Members, and CEO</p> <p>External stakeholders: policy experts, domain specialists, industry leaders, other ministries, state governments, the public at large.</p> <p>if not would you like us to include the approach for the same: this may be discussed later if required.</p>

30	Are there any particular geographies you would like to focus on?	No.
31	How will you monitor progress and performance on the account on wrt enhancing followers/impressions/views?	Monthly reports to be submitted comprising all activities undertaken as per the deliverables mentioned, performance to be assessed on the basis of the same.
32	Section 2.1.2 The Applicants are invited to submit Pre-Qualification, Technical and Financial Proposals (collectively called —the Proposal) for the services required for the Assignment ---- Is it required to share three separate documents, or the pre-qualification and technical proposal can be combined as one document?	Each bidder needs to upload its detailed proposal on Central Public Procurement Portal (CPPP) only. No Physical Bid document is required to be sent to NITI Aayog. The duly constituted Technical Evaluation Committee shall evaluate each and every bidder on the basis of the Technical Bid received through CPPP and the Technical Presentation to be given by the eligible bidders. The date and time of the Presentation shall be conveyed in due time.
33	Is the agency's ISO certification a mandate?	Yes
34	As mentioned in the RFP only two sets are to be uploaded (technical and financial), do we need to share the following as separate attachments? (as per the evaluation criteria table)	The Technical Bid Attachment should contain detailed technical proposal of the agency complete in all respects and containing all the requirements as per the tender document. The Financial Bid Format should contain the duly filled Financial Proposal.
35	For 'Website design development' are you seeking a complete revamp (redesign and content rewriting) of the existing <u>website</u> for all pages or you are looking for a completely new solution with hosting and other provisions (Sitemap and wireframe creation, Content creation, Visual elements, Testing, Hosting on bidder's server, SEO)?	It is maintenance, new feature and functionality additions as and when required for existing websites like niti.gov.in, aim.gov.in. Website needs to be secured and integrated with the modern website looks and features along with ease of use which may involve revamping and/or redesigning, if required. Hosting will be on NIC cloud and VMs will be maintained by the successful bidder. This includes OS hardening, resolving of VAPT issues, implementation of cert-in guidelines as received time to time. VM will be accessed through VPN only. SEO needs to be done as mentioned in ToR.
36	If you are looking to migrate to a new server, would you like us to recommend the same or is there an existing arrangement that can be availed?	Servers are available on NIC Cloud and can be procured when there is a need of migration.
37	As per the content requirements, are you looking at *110 - Facebook LIVE / Periscope / LIVE Twitter Chats/ Q & A/ Google Hangouts/ Webinars*?	This may be read as 10. However, it may increase or decrease significantly based on NITI's projects.
38	Can we also look at suggesting LinkedIn, YouTube, Koo, Instagram, Short Video Apps/Formats – Instagram	NITI already has presence on LinkedIn, YouTube Instagram, Twitter and Facebook. NITI is open for suggestions for

	Reels, MOJ/ Roposo/MX TAKA TAK/ Snapchat.	Koo and Instagram Reels.
39	Will you be looking for search engine optimization beyond the design/development scope?	Already mentioned in ToR.
40	Are you open to development of the NITI Ayog website on WordPress?	Website needs to be fully secured as per cert-in criteria and obtain security audit certificate from NIC to host in NIC cloud. All vulnerabilities and upgrades need to be fixed without delay.
41	With regard to Innovation Ideas carrying 20 marks, what kind of innovative ideas are expected; media innovation, social media creative format innovation or innovative collaboration?	All.
42	With regard to amplification, any specific platform preference for Amplification, are we talking about earned media or owned media?	5 specific platforms: Twitter LinkedIn Instagram Facebook YouTube Primarily, the focus is on earned media. However, strategic steps are welcome for owned media as well.
43	With regard to apps, for whom do we need to create the app and what all subjects/vertical knowledge base should it host?	Apps will be developed as per requirement and in consultation with concerned NITI Verticals, attached office, subordinate offices, Program Divisions, including AIM, DMEO, SDGs, Aspirational Districts and other Verticals/Divisions of NITI Aayog.
44	CMS will be developed in Drupal but what about the front-end development. Will it be PHP or other technology?	Drupal uses PHP as front-end.
45	Please clarify the database – MS-SQL, or any other open source.	NITI Aayog uses mainly Mysql/MariaDB but may use MongoDB Postgre and express versions of MS SqlServer, Oracle etc.
46	Please specify the websites/dashboards that we may be required to maintain/ develop along with NITI Aayog's main website.	The agency may be assigned to maintain the websites/dashboards/portals/linked microsites/linked dashboards of various Attached and Subordinate offices of NITI Aayog including AIM, SDGs, Aspirational Districts, DMEO. Few of these websites/dashboards may be:- aim.gov.in dmeo.gov.in, etc. All the bidders should access these websites/dashboards/portals/linked microsites/linked dashboards and quote accordingly in the Part-II (Variable Cost) of the Financial Bid Format. The Final Contract to be issued to the agency shall include all such assignments. If any

		website/portal/dashboard/mobile app is further assigned to the agency in addition to existing works, separate work order shall be issued to the agency by the NITI Aayog as per the rates already quoted by the agency in the Part-II (Variable Cost) of the Financial Bid Format
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All Bidders are requested to go through the Tender Document thoroughly before final submission of the proposal.

Section/Form	Document
Technical Bid	
Documents	PAN Card, ISO Certificate of the Agency GST Registration, Address of Office Head Quarter, Address of Regional Office in Delhi,
Form 3A	Pre-Qualification Proposal Submission Form
Form 3B	Self-Certification of Minimum Eligibility
Form 3C	Format for Power Attorney for Authorized Representative
Form 3D	Format of Bid Security Declaration
Form 3E	Technical Proposal Submission Form
Form 3F	Proposed brand vision and digital amplification marketing strategy for NITI Aayog, Completion letter/Phase Completion
Form 3G	Website design development, Concept for website, Detailed plan for website development Bidder experience in STQC certificate and GIGW Compliance: Copy of Previous STQC and Work Order Bidder Experience in Design, Development and maintenance of Website/Web Application/Web Portal for any Govt. department in India on NIC Cloud: Copy of work Order and Completion letter/Phase Completion
Form 3H	Plan and Concept of social media monitoring & Influencers for NITI Aayog
Form 3I	Team Composition (Credentials of Digital Amplification agency, based on previous work experience)
Form 3J	Innovative ideas and suggestions
Form 3K	Start-Up Document, if applicable. Incorporation Certificate for the Company, Registration Certificate of the Company, Certificate of Turnover, Copies of ITRs of last 05 Financial Years ending 31/03/2021.
Financial Bid	
Form 4A	Financial Proposal Submission Form
Form 4B	Summary of Costs The break-up cost of each item Part-II (Variable Cost) of Financial Bid Format must also be provided, i.e. Development Cost of Each Website, Dashboard, Portal & Mobile App and Annual Maintenance Cost of Each Website, Dashboard, Portal & Mobile App.