

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

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

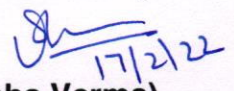
NOTICE

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.