

					NOIDA METRO RAIL CORPORATION				
					<u>Pre-Bid Queries & its Reply/Clarification</u>				
					Subject: Tender for Hiring of Print/Creative/Social Media Management Agency for NMRC				
					Tender No.: NMRC/CC/HSMAF/270/2023				
					Pre-Bid Queries Reply/Clarifications				
S.No.	Query raised by	Clause No. & existing Provision	Clarification Required	Clarification/ Amendment by NMRC					
1	Email received from M/s HALF CIRCLES MEDIA Pvt. Ltd.	Item 2.3 Scope of Work/ Nature of Work/E. Influencer Marketing. PDF page:10	Will the fees/charges of influencers be the part of BOQ? If so, what will be the limit of amount on monthly/annual spending?	Please follow RFP conditions.					
		Item 2.3 Scope of Work/ Nature of Work/B. Creation and Management of Print/Creative/Social Media Platforms/xi. PDF Page:9	Will the fees (monthly or annual) to be charged by Social media platforms be the part of BOQ?						
		Item 4.4 PDF Page:22	Is there any formula to add technical score with the lowest fee (L1) quoted while determining the final winner? Usually in Quality and Cost Based Selection (QCBS) method, there is always a formula in central govt., state govt. and PSUs tenders.						
2	E-mail received from M/s ANJ Creations Pvt. Ltd.	Item 4.4 & 4.5 of the RFP	Submit the presentation (idea/concept, treatment, methodology, outline, approach etc.) along with the bid or it will be given at the time of presentation only.	Copy of presentation has to be submitted along with the bid.					

3	Email received from PR PROFESSIONALS GROUP	<p>Page 21 Item No. 4.1 Eligibility Criteria</p> <p>a) The tenders for this contract will be considered only from companies registered in India</p>	<p>As Most of the PR Agencies in India are Partnership Firms, we have also done high end high volume and high caliber work for ministries, PSUs, several metros across India, railway bodies and top corporates of the country. It would be in the interest of fair competition to allow partnership firms as the current eligibility is restrictive. We are sure you will heed to our request and allow us the same.</p>	<p>Please follow RFP conditions</p>
		<p>Page 4 Tender Fee & DD</p>	<p>As per GFR 170, MSEs organizations are exempted from payment of Tender Fee & EMD. On behalf of EMD, kindly allow Bid security declaration.</p> <p>Notification & MSME Certificate are attached for your ready reference.</p>	<p>Noted. Separate addendum will be issued.</p>
		<p>Page 9 –Point B ii The agency will also manage all print media contents for NMRC for newspapers/articles/magazines/newsletter and other write-ups/documents required on time to time basis.</p>	<p>What will be the maximum requirement for designs per month in terms of units?</p>	<p>Please follow RFP conditions</p>

<p>Page 9 –Point B iii</p> <p>The agency shall create and subsequently maintain the official pages of NMRC on prominent social media platforms as mentioned above. In addition, during the course of contract, if NMRC requires its presence on any other existing social media platform(s), or if any new Social Media platform(s) emerges where NMRC requires its presence, the agency shall also create and maintain an official account of NMRC on that particular social media platform(s).</p>	<p>What will be the maximum number of posts on social media handles that the agency is required to do every month? Please clarify as per the main platforms:</p> <ul style="list-style-type: none"> a) Facebook b) Twitter c) LinkedIn d) Instagram e) YouTube 	<p>Please follow RFP conditions</p>
<p>Page 9 –Point B vi</p> <p>The Agency shall develop and upload on various social media platforms, creative content or adapt the already available creative content with necessary permissions from the creators of original content. The content includes but not limited to digital banners, videos, infographics, graphics, cartoons, animations, etc.</p>	<ul style="list-style-type: none"> a) For cartoons and animations, will the requirement be for 2D or 3D? b) Who will provide the video, audio and pictorial content to the agency? 	<ul style="list-style-type: none"> a) It should be the latest version b) Audio, Video & Pictorial Content shall be the part of BOQ. c) Please follow RFP conditions

		<p>Page 9 –Point B viii The agency shall execute changes as per needs of NMRC for the offline edit, online edit, audio, computer graphics, etc., after sharing the same with NMRC.</p>	<p>What will be the number of offline and online editing job work required?</p>	<p>Please follow RFP conditions</p>
		<p>Page 10 – E- Point i The agency shall use influencers from society/social media and invite them to be endorsers if required.</p>	<p>a) Who will pay the cost of hiring of Influencers services? b) If travel and accommodation is required for influencers content production, who will pay the costs for the same ?</p>	<p>Please follow RFP conditions</p>
4	Email received from M/s JRNY Entertainment	<p>RFP Page No. 4 Data Sheet Bid Processing Fee: Rs. 5,900/- (Rupees Five Thousand Nine Hundred Only inclusive of GST) through RTGS/NEFT only payable in favor of Noida Metro Rail Corporation Limited (Non Refundable)</p>	<p>Kindly provide exemption for Startups/MSMEs registered under StartUp India programme by Government of India for Bid Processing Fee</p>	<p>Noted. Separate addendum will be issued.</p>
		<p>RFP Page No. 4 Data Sheet Earnest Money Deposit (EMD) Rs. 45,600/- (Rupees Forty Five Thousand Six Hundred Only)</p>	<p>Kindly provide exemption for Startups/MSMEs registered under StartUp India programme by Government of India for Earnest Money Deposit (EMD)</p>	<p>Noted. Separate addendum will be issued.</p>

		<p>RFP Page No. 21 4. Section-4: Eligibility, Evaluation and Selection Process</p> <p>a. Work Experience: The bidders will be qualified only if they have successfully completed work(s), completion date(s) of which falling during last seven years ending last day of the month previous to the month of tender submission as given below:</p> <p>(i) One similar completed work costing not less than the amount equal to Rs.18.24 Lakhs. OR</p> <p>(ii) Two similar completed work costing not less than the amount equal to Rs. 11.40 Lakhs. OR</p> <p>(iii) Three similar completed work costing not less than the amount equal to Rs. 9.1 Lakhs</p>	<p>Kindly provide exemption/relaxation for Startups/MSMEs registered under StartUp India programme by Government of India for prior experience</p>	<p>Noted. Separate addendum will be issued.</p>
5	<p>Email received from M/s AdGlobal360 India Pvt. Ltd.</p>	<p>RFP Page No. 7 Clause No. 2.2.1 To create a brand imagery for NMRC on popular social media platforms</p>	<p>Are there any existing brand/ creative guidelines?</p>	<p>Please follow RFP conditions</p>
		<p>RFP Page No. 7 Clause No. 2.2.5 To prepare online campaigns to promote various initiatives of NMRC</p>	<p>Is there any existing positioning/tagline for NMRC which needs to be followed</p>	<p>Please follow RFP conditions</p>

		RFP Page No. 9 Nature of work C(i) The agency shall be responsible for enhancing reach of messages and other activities on various social media platforms through non-paid media so that the content would reach to the last mile on internet domain in real time basis.	Do you have any quantifiable KPIs in terms of growth on social media platforms?	Please follow RFP conditions
6	Email received from M/s Teamwork Communications Group	RFP Page No. 4 Data Sheet Bid processing fee- Rs. 5900/- payable through RTGS/NEFT	Can it be paid through Demand Draft?	Please follow RFP conditions
		RFP Page No. 4 Data Sheet Earnest Money Deposit- Rs. 45,600/-	Is it payable through Demand Draft or RTGS/NEFT?	
7	Email received from M/s Isha Advertising Pvt. Ltd.	RFP Page No. 21 Point No. 4.2	Can we provide multiple Work Orders of a Single Client?	Please follow RFP conditions
		RFP Page No. 21 Point No. 4.2	Should work orders provided be of Govt. clients only or it can be of Private clients also and if it can be of Private clients, should it be only from Listed Companies or others also?	
8	Email received from M/s Goldmine Advertising	Earnest Money Deposit (EMD) Rs. 45,600/- (Rupees Forty Five Thousand Six Hundred Only)	We request the authority to kindly allow Exemption for MSE registered Bidders small & micro bidders as per General Financial Rules 170, 2017 OR Allow us to submit EMD in the form of Bank Guarantee	Noted. Separate addendum will be issued.

9	Email received from M/s Wild Punch	1) Is this Tender based on the Quality and cost-based selection (QCBS) method? Additionally, could you please confirm if a marking system is involved in the Tender evaluation? The details regarding the marking system are not clearly stated in the provided documentation.	Please follow RFP conditions
		2) Is there any physical technical presentation to be made before Deptt apart from submitting documents? If yes, then how many marks have been allocated for the presentation	Please follow RFP conditions
		3) What is the tender weightage score:- is it an 80: 20 basis, please specify.	Please follow RFP conditions
		4) Will the influencer's money be paid extra by the department over and above this Tender cost?	Please follow RFP conditions
		5) Is there any exemption of EMD Money if a company is registered in MSME? What are other ways of exemption of EMD Money?	Noted. Separate addendum will be issued.
		6) Is the deputation of 2 Manpower required in the Tender on-site or off-site, please specify clearly.	Please follow RFP conditions

	<p>7) The contract specifies the need for a team of two members on site, would it be possible to explore the option of utilizing additional manpower to accommodate the anticipated increased requirements as there must be a minimum 4-5 member requirement for an SM team?</p>	<p>Please follow RFP conditions</p>
	<p>8) Is the agency entitled to receive additional support from NMRC in terms of raw data, such as pictures and videos?</p>	<p>Please follow RFP conditions</p>
	<p>9) Will private work orders be considered for selection?</p>	<p>Please follow RFP conditions</p>
	<p>10. Does the agency have the responsibility of identifying the print media for content distribution, or is the scope limited to design only?</p>	<p>Please follow RFP conditions</p>

10	Email received from M/s Centum Advertising Pvt. Ltd.		NMRC's public awareness videos, Press statements etc will be provided by NMRC or will to need to be made by the agency?	Please follow RFP conditions
			How many print media posts are expected to be designed in a month time? For which other Ministry or private org. Would these be required? Would the media release of these print/magazine ads agency be given to the agency? How many daily posts are expected from the agency, please give a tentative number?	
			The content is which other expected in India languages iv. Blogs/articles. Expend to be written by the agency would they be if by agency Given by NMRC?! Then how many are. Needed in a month?	
			What services will be required over & above what is mentioned in the scope? & at what locations? iv. A. Absence of staff will be permitted during medical reasons of staff?	
			presentation to be submitted with technical bid or would that be expected once shortlisted	

11	Email received from M/s Windchimes Communications Pvt. Ltd.	RFP Page No. 18 Clause No. 3.3.1 Earnest money deposit and tender fees	Is bid processing fee & EMD deposit is exempted for MSME holder?	Noted. Separate addendum will be issued.
		RFP page No. 30 Clause No. Section 6 Draft Contract Agreement	Is it applicable for successful bidder or shall submit now ?	It is applicable for successful bidder
		RFP Page No. 38 Form 6: Description of approach & Methodology- a. Approach & Methodology b. Team composition with task assigned c. Work scheduled	haven't understand what details need to mentioned	Please follow RFP conditions
		RFP Page No. 39 Form 7 Power of Attorney to be provided by the Bidding Company in favor of its representative as evidence of authorized signatory's authority	Power of attorney will give to the person who is signing these all technical bid documents?	Please follow RFP conditions
		RFP Page No. 22 Clause No. 4.4 Selection of Bidder -Presentation (idea/concept, treatment, methodology, outline, approach etc.)	Is presentation in pdf format need to submit with technical bid or will submit later at the time of presentation	Copy of presentation has to be submitted along with the bid.
		RFP Page No. 21 Clause No. 4.2 Minimum Technical & Financial Criteria G-Key personal- Content Writer & Graphic designer	How many personnel need of content writer & Graphic designer. Is require to send CVs of the said personnel ?	Please follow RFP conditions

12	Email received from M/s Kaizencomm	RFP Page No. 22 4.4a- Criteria (Selection of bidder)	Please guide if the profile has to be shared for the required manpower or key people in the organization	Please follow RFP conditions
		RFP Page No. : 23 4.5 Presentation	Please clarify if the presentation has to be submitted along with the bid document	Copy of presentation has to be submitted along with the bid.
		RFP Page No.: 10 2.3 Nature of Work Influencer Marketing	The influencer marketing is mostly paid activity. Kindly confirm if the paid element has to be included in the proposed fee or it is to be billed separately	Please follow RFP conditions
13	Email received from M/s Span Communications	RFP Page No. 38 Form 6: Description of Approach and Methodology	Do we need to submit approach & methodology along with technical bid?	Please follow RFP conditions
			As per RFP for presentation shall be invited to present their proposal on specified date and location intimated by NMRC.	
			But as per RFP Form 6: Description of Approach and Methodology needs to be submit? Please clarify.	