

**Central Pollution Control Board****IT Division**

Sub: - Pre-Bid Meeting for the tender entitled: "MANAGING THE SOCIAL MEDIA PLATFORMS AND POLLUTION RELATED COMPLAINTS FOR CENTRAL POLLUTION CONTROL BOARD" having tender no. C-12015/06 /2021 /IT /Social Media /Tender No. 2 -regd.

The meeting was conducted through VC and following 07 (seven) firms participated:

1. M/s Maxposure Media Group
2. M/s Mount Talent Consulting Pvt. Ltd.
3. M/s Broadway Infotech Pvt. Ltd.
4. M/s Creative Inc.
5. M/s Avian WE
6. M/s Auburn Digital Solutions Pvt. Ltd
7. M/s Heumonk Media

**Queries Received & Response**

S. No	RFP Section/Page No.	Query Raised	Reply Given During Meeting
1	Section 1.2.7/Page 23	Size of onsite team to be deployed should be increased.	Present activity is being handled with the size of team proposed in RFP.
2	Annexure-IV/Page 31  (As per Annexure-IV-Point 3, no. of social media management projects completed (minimum countable project duration is six months) has been asked under evaluation criteria).	Can partially completed or ongoing projects be considered for eligibility?	Yes Partially completed or ongoing projects, with time duration of more than six months can be considered, provided the bidder submits the following: 1. Certification that project duration is more than six months (copy of the work order awarded to be attached). 2. Certificate from the client that performance of the bidder in the last six months is satisfactory.
		Can minimum no. of completed projects asked in the RFP be reduced from 20-25 to 10-15 for minimum eligibility criteria?	Not Agreed.  However, matter will be placed before authority.
3	Annexure-IV/Page 32	Is the same team (as mentioned in the RFP along-with experience details) need to be deployed onsite or any other representatives can be deployed as well?	Since the bidder selection is based on the details of team members given along with bid, hence, any change in onsite team will need the same or higher level of qualification and experience.

4	Section 1.2.1 (x)/Page 21	What will be the role of the agency w.r.t. Key Influencer? Confirmation of no. of influencers.	CPCB may engage maximum 10 (ten) influencers in a year. The Bidder is required to interact with key influencers and develop contents like video/audio/script etc.
	Other issue	How the team size and travel if required will be dealt for outside Delhi- program?	Whenever travel will be required, selected firm will be required to submit an advance proposal for logistics for officials involved. Upon approval, the program shall be executed and reimbursements will be done as per Govt. guidelines applicable for CPCB Group A, Scientist 'B' pay level 10 allowances, on production of actual tickets and bills. No advance payment is admissible.
5	Section 1.2.1 (ix)/Page 21	The bidder is required to run Paid social media campaigns?	No Paid campaigning is required to be done.
6	Section 1.3(b)/Page 8	As per new direction issued by Ministry of Commerce, Performance Security is reduced from 10% to 3% for all projects. Will it be applicable to this project?	It was informed that no such circular is in the knowledge of the committee.
7	Section 1.3(e)/Page 9	As per RFP, Payment made will be on half yearly basis. Can it be made on quarterly basis?	Matter will be placed before the Competent Authority, CPCB.
8	Annexure-III/Page 30	As per Financial Bid format, item no.3, cost of video is asked. What about the location cost if any?	Bidder is required to quote for script + development cost to provide the finished product in distributable form (in five copies) to CPCB.  However, logistics shall be dealt as per answer to query no.4 above.
9		Startups are being promoted by the Govt. Will there be any relaxation in eligibility criteria (turnover and experience) for Startups?	This is a sensitive work for CPCB. Accuracy & Experience is required to tackle this work.  The matter was appraised, however this project being of sensitive nature requires expertise and experience, hence, startups may be considered in other projects.
10	Annexure-IV/Page 32	As per document, the team to be deployed should have the following minimum qualifications : i. Expert -I (Masters	The decision will be taken in view of the difficulty of availability of manpower with this qualification and

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		<p>Degree in Branding &amp; Digital Media (or equivalent), with two years experience with project, preferably on environment).</p> <p>ii. Expert – II (Masters Degree in Advertising &amp; Marketing (or equivalent), with two years experience with project, preferably on environment).</p> <p>iii. Expert –III (Degree in Graphic &amp; Communication Design (or equivalent), with two years experience as creative designer with project, preferably on environment).</p> <p>The bidder queried that being a specialized field, the expert availability is difficult. Hence, can it be relaxed or can other qualification be added here?</p>	<p>experience in the field of environment.</p>
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#### Queries Received via Email

S. No.	Email ID	Query	Response
10	<a href="mailto:manoj@id8labs.com">manoj@id8labs.com</a>	Is Consortium allowed for this tender?	Consortium of agencies is not allowed to quote.
11	<a href="mailto:manoj@id8labs.com">manoj@id8labs.com</a>	Are MSMEs exempted from paying Tender fees and EMD amount?	MSME are exempted from EMD amount.
12	M/s Kailasa Analytics and Services Pvt. Ltd.	<p><b>Ref:-Section 1.2 Eligibility Conditions</b> The annual turnover of the agency should be at least two crore during each of the last three financial years, i.e. 2017-18, 2018-19, 2019-20.</p> <p>In reference your earlier social media tender dated 18/12/2018, file no. C-12015/06/2018/IT/Social Media The turnover of the agency for each financial year 2015-16, 2016-17, and 2017-18 should be atleast Rs. One (01) Crore.</p>	No change. As per RFP only.





As per discussions and approval, the revised criteria of RFP should be read as below:

Criteria mentioned in RFP	Revised Criteria
<p style="text-align: center;"><b>Page 31/ Annexure-IV/Point no. 3</b></p> <p>No of social media management projects completed (minimum countable project duration is six months)</p> <ul style="list-style-type: none"> <li>i. 20 to 25 projects : 5 marks</li> <li>ii. 26 to 30 projects : 10 marks</li> <li>iii. More than 30 projects : 15 marks</li> </ul>	<p style="text-align: center;"><b>Page 31/ Annexure-IV/Point no. 3</b></p> <p>No of social media management projects completed (minimum countable project duration is six months)</p> <ul style="list-style-type: none"> <li>i. 5 to 10 Projects : 5 marks</li> <li>ii. 10 to 15 Projects : 10 marks</li> <li>iii. More than 15 Projects : 15 marks</li> </ul> <p>Partially completed or ongoing projects, with time duration of more than six months can be considered, provided the bidder submits the following:</p> <ol style="list-style-type: none"> <li>1. Certification that project duration is more than six months (copy of the work order awarded to be attached).</li> <li>2. Certificate from the client that performance of the bidder in the last six months is satisfactory.</li> </ol>
<p style="text-align: center;"><b>Page 8/Section 1.3(b- Performance Security)/</b></p> <p><b>b) PERFORMANCE SECURITY</b></p> <p>(i) Selected bidder will have to submit a Performance Security equivalent to 10% of the total contract value in the form of Bank Guarantee(BG) from a scheduled commercial bank in favor of "Central Pollution Control Board" Delhi, within 10 days of issue of letter of intent to award the work/acceptance of proposal. Performance security shall remain valid for 60 days beyond the final date of contract validity.</p>	<p style="text-align: center;"><b>Page 8/Section 1.3(b- Performance Security):</b></p> <p><b>b) PERFORMANCE SECURITY</b></p> <p>(i) Selected bidder will have to submit a Performance Security equivalent to <b>3% (three percent)</b> of the total contract value in the form of Bank Guarantee(BG) from a scheduled commercial bank in favor of "Central Pollution Control Board" Delhi, within 10 days of issue of letter of intent to award the work/acceptance of proposal. Performance security shall remain valid for 60 days beyond the final date of contract validity.</p>

Criteria mentioned in RFP	Revised Criteria
<p><b>a) Page 9/Section 1.3(e) PAYMENT</b></p> <p>1. The payment equivalent to 50% of annual contract cost will be released to the agency on six monthly basis on receipt of invoice in triplicate, based on work achievement and satisfactory performance. The agency will be asked to submit monthly work achievement on Scope of Work as mentioned in Section II of this document for assessment by the CPCB. No advance payment will be made. All payments shall be made in Indian Rupees by online transaction.</p>	<p><b>a) Page 9/Section 1.3(e) PAYMENT:</b></p> <p>1. The payment equivalent to 50% of annual contract cost will be released to the agency on <b>quarterly</b> basis on receipt of invoice in triplicate, based on work achievement and satisfactory performance. The agency will be asked to submit monthly work achievement on Scope of Work as mentioned in Section II of this document for assessment by the CPCB. No advance payment will be made. All payments shall be made in Indian Rupees by online transaction.</p>
<p><b>Page 32/Annexure-IV/Point no.5</b> Resume of on-site three experts:</p> <ul style="list-style-type: none"> <li>i. Expert –I (Masters Degree in Branding &amp; Digital Media (or equivalent), with two years experience with project, preferably on environment) : 1 – 7.5 Marks</li> <li>ii. Expert – II (Masters Degree in Advertising &amp; Marketing (or equivalent), with two years experience with project, preferably on environment) : 1 – 7.5 Marks</li> <li>iii. Expert –III (Degree in Graphic &amp; Communication Design (or equivalent), with two years experience as creative designer with project, preferably on environment) : 1 - 10 Marks</li> </ul> <p>Only the person, whose resume is submitted must be deployed or the person with the similar qualification and experience shall be deployed during the project duration.</p> <p><b>The firm has to ensure that all these experts have experience of content writing in Hindi and English languages.</b></p>	<p><b>Page 32/Annexure-IV/Point no.5 may be read as:</b> Resume of on-site three experts:</p> <ul style="list-style-type: none"> <li>i. Expert – I (Master’s Degree in Branding or Digital Media or MBA in Media Management (or equivalent), with two years experience with project, <b>preferably on environment</b>): 1 – 7.5 Marks</li> <li>ii. Expert – II (Master’s Degree in Advertising or MBA in Advertising Management or Communication or PR Management (or equivalent), with two years experience with project, <b>preferably on environment</b>): 1 – 7.5 Marks</li> <li>iii. Expert –III (Degree in Graphics or Design or Animation (or equivalent), with two years experience as creative designer with project, <b>preferably on environment</b>): 1 - 10 Marks</li> </ul> <p>Only the person, whose resume is submitted must be deployed or the person with the similar qualification and experience shall be deployed during the project duration.</p> <p><b>The firm has to ensure that all these experts have experience of content writing in Hindi and English languages.</b></p>

(B Vinod Babu)  
 DH-IT