

Corrigendum-II

Subject: Request for Proposal (RFP) for Digital Amplification, Social Media Management & Website Operations/Maintenance for DMEO - regarding.

1. This Corrigendum forms an integral part of the above RFP
2. Pursuant to the release of the RFP for engagement of a Consultancy Firm to support in Digital Amplification, Social Media Management & Website Operations/Maintenance, issued by DMEO, NITI Aayog 31.03.2022, following is the amendment in the RFP. The deletions in the earlier text of the RFP are indicated as strikethrough and the additions are underlined.

S. No.	Clause No.	Provisions in RFP																											
Key clauses																													
1	1.8	<p>Schedule of Selection Process</p> <p>The Authority would endeavour to adhere to the following schedule:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">#</th> <th style="text-align: center;">Event Description</th> <th style="text-align: center;">Date</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td>Last date for receiving queries/clarifications</td> <td>Thursday, 7th April 2022</td> </tr> <tr> <td style="text-align: center;">2</td> <td>Pre-Proposal Conference</td> <td>Tuesday, 12th April 2022</td> </tr> <tr> <td style="text-align: center;">3</td> <td>Authority response to queries</td> <td>Monday, 2nd May 2022 <u>Wednesday, 4th May 2022</u></td> </tr> <tr> <td style="text-align: center;">4</td> <td>Proposal Due Date or PDD</td> <td>Thursday, 12th May 2022 <u>Thursday, 19th May 2022 at 1100 hrs</u></td> </tr> <tr> <td style="text-align: center;">5</td> <td>Opening of Proposals</td> <td>Friday, 13th May 2022 <u>Friday, 20th May 2022</u></td> </tr> <tr> <td style="text-align: center;">6</td> <td>Letter of Award (LOA)</td> <td>Friday, 27th May 2022 <u>Thursday, 2nd June 2022</u></td> </tr> <tr> <td style="text-align: center;">7</td> <td>Signing of Agreement</td> <td>Monday, 6th June 2022 <u>Monday, 13th June 2022</u></td> </tr> <tr> <td style="text-align: center;">8</td> <td>Validity of Applications</td> <td>90 days of Proposal Due Date</td> </tr> </tbody> </table>	#	Event Description	Date	1	Last date for receiving queries/clarifications	Thursday, 7th April 2022	2	Pre-Proposal Conference	Tuesday, 12th April 2022	3	Authority response to queries	Monday, 2nd May 2022 <u>Wednesday, 4th May 2022</u>	4	Proposal Due Date or PDD	Thursday, 12th May 2022 <u>Thursday, 19th May 2022 at 1100 hrs</u>	5	Opening of Proposals	Friday, 13th May 2022 <u>Friday, 20th May 2022</u>	6	Letter of Award (LOA)	Friday, 27th May 2022 <u>Thursday, 2nd June 2022</u>	7	Signing of Agreement	Monday, 6th June 2022 <u>Monday, 13th June 2022</u>	8	Validity of Applications	90 days of Proposal Due Date
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2	2.2 Conditions of Minimum Eligibility of Applicants	<p>2.2.2 To be eligible for evaluation of its Proposal, the Applicant shall fulfil the following</p> <p>(A) Technical Capacity: The Applicant must be a legal entity as per Applicable Laws; Individuals are not eligible to participate in this RFP. The Applicant or any of the Members, <u>in case of a consortium shall have</u>, over the past 6 (six) years preceding the PDD, undertaken a minimum of 6 (six) Eligible Assignments as specified in Clause 3.1.4, of which:</p>																											
3	3.1 Evaluation of Technical Proposals	<p>3.1.3 The scoring criteria to be used for evaluation shall be as follows.</p>																											

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			S. No.	Parameter	Maximum Marks	Criteria
			1.	Relevant Experience of the Applicant	20	30% of the maximum marks shall be awarded for the number of Eligible Assignments undertaken by the Applicant firm or any of the Members, in case of a consortium. The remaining 70% shall be awarded for: (i) the comparative size and quality of Eligible Assignments; (ii) other relevant assignments or similar work and (iii) overall turnover, experience and capacity of the firm.
4	3.1.4 Eligible Assignments	<p>For the purposes of determining Conditions of Eligibility and for evaluating the Proposals under this RFP, advisory/consultancy/implementation assignments granted by UN organizations/Bilateral/ Multilateral agencies, Central or State or UT government departments / undertakings, other agencies viz. regulatory commissions, tribunals, statutory authorities or public sector entities, private sector entities in respect of Website Development, Operations & Maintenance, Social Media Management or Content Development & Management shall be deemed as eligible assignments (the “Eligible Assignments”).</p> <p>Provided that the Applicant firm claiming credit for an Eligible Assignment shall have, prior to PDD, received professional fees of at least Rs 25 (twenty-five) lakh for such assignment in respect of Website Development, Operations & Maintenance, Rs 3 (three) lakh for such assignment in respect of Social Media Management and, where credit is being claimed by a Key Personnel, she/he should have completed the relevant assignment prior to PDD.</p>				
5	TOR Section B: Social Media Management and Digital Amplification – Clause 2.2.5	2.2.5. Develop and curate content from internal and external sources, with at least 250 posts across LinkedIn, Twitter and YouTube estimated monthly.				

3. All the other terms and conditions of the RFP shall remain unaffected.
4. The responses to the queries have been enclosed.

Responses to the queries

Sr. No.	Sections/Clauses	Queries/Suggeston for changes	Responses of the Authority
1	RFP Clause 3.1.4	It will be difficult for one company to have eligible assignments in all the 3 categories hence consortium will be needed. Please consider eligible experience of all consoritum members for technical qualification and not only of the Lead member (the applicant). Please also confirm that each assignment value needs to be min Rs 25 lakhs and not only one assignment out of 6.	Please refer to Corrigendum II of this RFP
2	RFP Clause 3.1.4	Mini. a professional fee of Rs. 25lacs should be spread across what period?	Please refer to Corrigendum II of this RFP
3	RFP Clause 3.1.4	Only PSU's and Govt. bodies are considered in the eligibility assignments. Can we be more open to other corporates as well ?	Please refer to Corrigendum II of this RFP
4	RFP Clause 3.1.4	What do we mean by multilateral agencies?	Multilateral agencies refers to agencies formed by three or more countries for collaborating on areas relevant to their development goals.
5	RFP Clause 3.1.4	Question: We have previous and current contracts with public sector agencies in North America. Does this qualify us to bid?	Yes, please refer to Corrigendum II of the RFP
6	Schedule of Selection Process - Clause 1.8	We may request to further extend the submission date by 10 days as the Authority shall be publishing the response to queries on 18th April. Hence we need an extension to submit to best possible response for the RFP.	Please refer to Corrigendum II of this RFP
7	TOR Section: Overview of the TOR - Clause 6 (a)	Please confirm all the resources as per the list mentioned in page no.13 will be deployed onsite (i.e at clients location) or offsite (i.e at Bidders location) or as per the requirement.	Please refer to TOR Section: Overview of the TOR - clause 4a) read with Clause 6a) which is clear and self explanatory.
8	TOR Section A: Website Operations & Maintenance	are we using GIT Repo for version control?	GIT repo is not being used presently for version control
9	TOR Section A: Website Operations & Maintenance	Are you open to a design and structural overhaul of the existing website or just minor recommendations?	The current website RFP focuses on only the Website Operations & Maintenance.
10	TOR Section A: Website Operations & Maintenance	Assuming how is server logs managed currently. Please confirm?	NIC manages the server logs.

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11	TOR Section A: Website Operations & Maintenance	Is there any data migration required. Please suggest.	Yes, data migration may be required.
12	TOR Section A: Website Operations & Maintenance	Is there any integration required with third party systems/tools . Please confirm. If yes, API's will eb shared in case of integration via API's	Currently, no third party systems/ tools are being used therefore no integrtion is required. In future, this will depend on DMEO's requirement.
13	TOR Section A: Website Operations & Maintenance - Clause 2.2	What is approach/plan for disaster recovery ?	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.
14	TOR Section A: Website Operations & Maintenance - clause 1	For statement, Build content strategy to refine sections, current and future road map. "1) Is there any expected roadmap designed for current website. Please elaborate for better understanding?	The bidder may propose a suggest a roadmap in the proposal
15	TOR Section A: Website Operations & Maintenance - Clause 1.1	How many versions of website we have currently like Staging, QA and Production?	Currently there is only a production version. Staging version is not active anymore
16	TOR Section A: Website Operations & Maintenance - Clause 1.1	What is the Technology stack used currently?	The current technology stack being used is Drupal, PHP and Mysql/MariaDB
17	TOR Section A: Website Operations & Maintenance - Clause 1.2	Any Third party API used in a website.	None
18	TOR Section A: Website Operations & Maintenance - Clause 1.3	Is there any Payment related functionality on the website?	There is no payment related functionality on the website
19	TOR Section A: Website Operations & Maintenance - Clause 2.2.1	1)We assume that the current website will be used and no redevelopment and redesigning will be done to the existing website. please confirm. Or Do you want to update and redevelop the entire website along with the content. Please confirm. 1.a. If yes for redevelopment and redesigning, what techstack is expected to be considered? 1.b. Do we need to use the designs and content structure as in the existing website or the expectation id different. Please elaborate on the expectation.	The current website RFP focuses on only the Website Operations & Maintenance. However, redesigning may be required for improvement on a case to case basis. DMEO is open to strategic steps in this direction if required.

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20	TOR Section A: Website Operations & Maintenance - Clause 2.2.10	1) What are the translation required for, entire content or specific content like articles , user generated or blogs . Please confirm. 2) We asume that transliteration is required for entire content. (Or Is there any specific use case). please confirm.	Please refer to Section C: Content Development & Management Clause 2 for scope of services under translation and transliteration.
21	TOR Section A: Website Operations & Maintenance - Clause 2.2.10	Will there be a saperate pages for hindi translate or existing page content will be translate ?	Please refer to TOR Section A: Website Operations & Maintenance - Clause 2.2.10 read with TOR Section C: Content Development & Management clause 2.1 which are clear and self explanatory
22	TOR Section A: Website Operations & Maintenance - Clause 2.2.12	1) Please elaborate that whether this module needs to be developed on the existing website where website user can enter a feedback which needs to be captured and reported. 2) Or , ther needs to be some email id or communication channel through which user can communicated which will be reported through reporting. please suggest.	DMEO is open to suggestions on various options for the feedback functionality
23	TOR Section A: Website Operations & Maintenance - Clause 2.2.2	Any KT process in place for handover to the new vendor?	The existing vendor will provide handover of the ongoing website operations and maintenance to the selected Consultant.
24	TOR Section A: Website Operations & Maintenance - Clause 2.2.4.3	Is it ok if we will go with STQC	Maintenance of websites shall include all necessary certificates such as SSL Certificate, Security Audit as well as the STQC Certification
25	TOR Section A: Website Operations & Maintenance - clause 2.2.4.4	Do you want to continued using the NIC. Please suggest.	Yes
26	TOR Section A: Website Operations & Maintenance - Clause 2.2.5	Please specify the version of server and technology stack used.	Server used is - Linux Machine (CentOS 7)Technology Stack- Drupal, PHP and Mysql/MariaDB
27	TOR Section A: Website Operations & Maintenance - Clause 2.2.5	Server type and configuration	Linux Machine (CentOS 7)
28	TOR Section A: Website Operations & Maintenance - clause 2.2.5.1	In the required patching, is it a requirement for Minor patching or major patching. Please suggest?	Requirement may vary, it is not possible to specify at this moment.

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29	TOR Section A: Website Operations & Maintenance - Clause 2.2.5.3	Which type of SSL is currentl used?	NIC provides the SSL certificate for the current website. However, in the future the SSL certificate (wildcard certificate) may need to be procured by the selected vendor
30	TOR Section A: Website Operations & Maintenance - Clause 2.2.5.7	What is the process of UPTIME Monitoring currently ?	There is no mechanism employed to monitor UPTIME currently. However, the selected Consultant may use free/ licensed tools available.
31	TOR Section A: Website Operations & Maintenance - clause 2.2.8 and 2.2.7	I understand that for current website, social media platforms are accessed by redirection to the three social media channels - You Tube, Linked in and twitter. Do you want the same to be done with other social media channels that needs to be added. Please confirm.	Yes
32	TOR Section A: Website Operations & Maintenance - Clause 2.4	is there any VAPT done in past? if yes, then when and also please share report.	No VAPT test has been done in the past. However, a safe-to-host test was been done. The security audit will have to be undertaken by the vendor after every revamping/ major modification
33	TOR Section A: Website Operations & Maintenance - Clause 2.4.1	As per RFP , you are asking for the security audit , please confirm the time span of the security audit. Is it yearly/half yearly/ quarterly?	Security Audits are to be undertaken annually or after any major modification/ revamping of the website
34	TOR Section B: Social Media Management and Digital Amplification	Do you have any tools to manage Social media automation process	No, currently no such tools are employed
35	TOR Section B: Social Media Management and Digital Amplification	Is the social media handle need to be maintained and updaed by the vendor.	Yes
36	TOR Section B: Social Media Management and Digital Amplification	Purpose of communication on social media	Please refer to TOR Section B - clause 1 which is clear and self explanatory.
37	TOR Section B: Social Media Management and Digital Amplification	Whom shall we reach out on social media ?	Please refer to TOR Section B - clause 1 which is clear and self explanatory.
38	TOR Section B: Social Media Management and Digital Amplification	Why is Facebook not a part of social media mix?	DMEO is open to suggestions for inclusion of Facebook in the social media mix.
39	TOR Section B: Social Media Management and Digital Amplification	Are we expecting 1 SMM guy to do strategy, post, monitor, and do SEO & SEM and reporting	Please refer to RFP Clause 2.14.6 which clear and self-explanatory.

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40	TOR Section B: Social Media Management and Digital Amplification	Is there any provision for Paid Media, if yes how much, and what will be the process of this payment/reimbursement	Currently there is no provision for paid media.
41	TOR Section B: Social Media Management and Digital Amplification	Primary audience Segments – please specify	Please refer to TOR Section B - clause 1 which is clear and self explanatory.
42	TOR Section B: Social Media Management and Digital Amplification - Clause 2.1.2	Who are the influencers?	Influencers would be required across all sectors for social media platlorms where DMEO has presence.
43	TOR Section B: Social Media Management and Digital Amplification - clause 2.1.2	Will the engagement with influencer paid ? Who shall bear the fees of Influencer?	Paid engagement with influencers is not within the scope of services in this RFP
44	TOR Section B: Social Media Management and Digital Amplification - Clause 2.13- 2	What all social media support are required to be managed. please confirm.	Please refer to TOR Section B: Social Media Management and Digital Amplification which is clear and self explanatory.
45	TOR Section B: Social Media Management and Digital Amplification - Clause 2.2.4	Develop and curate content for DMEO Blogs. -How Many Blogs & articles. Is this supposed to be written by the Content guy or do you want us to take care of it?	This number would depend on project requirement. In addition to content provided by DMEO, the selected consultant may provide suggestions for content to be developed and curated.
46	TOR Section B: Social Media Management and Digital Amplification - Clause 2.2.5	Develop and curate content from internal and external sources, with at least 250 posts across LinkedIn, Twitter, and YouTube. Is the number of posts mentioned monthly or for the entire contract duration?	Please refer to Corrigendum II of this RFP
47	TOR Section B: Social Media Management and Digital Amplification - clause 2.2.5	Please elaborate on content (medium/ content or imagery). Will 250 spread across 3 platforms? Will 250 posts to be curated in a month?	Please refer to Corrigendum II of this RFP
48	TOR Section B: Social Media Management and Digital Amplification - Clause 2.2.6	Enhancing followers/impressions/views on Twitter, LinkedIn, and other platforms. Currently as per RFP, we have Twitter / LinkedIn and youtube as available Social media platforms. Are we we planning to add other platforms as well like FB & Insta as well?	DMEO is open to suggestions for inclusion of Facebook, Insta and Other platforms in the social media mix.
49	TOR Section B: Social Media Management and Digital Amplification - Clause 2.3.1	Social Media Monitoring Program will undertake monitoring across 150-200 keywords - Do we need to employ any tool that monitors brand mentions on the web (social media mentions + other channels on the web)	The selected Consultant may use free/ licensed tools available.

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50	TOR Section B: Social Media Management and Digital Amplification - clause 2.3.1	Will client provide tracking tool licence fees? Is bidder/ consultant suppose to bear the cost of tracking tool?	Please refer to RFP clause 2.15.2 which is clear and self explanatory. All the costs associated with the assignment shall be included in the Financial Proposal.
51	TOR Section B: Social Media Management and Digital Amplification - Clause 2.4	Who is doing SEO as it needs separate skill set and resource and ow many Keywords are to be worked upon for SEO	Please refer to TOR Section B: Social Media Management and Digital Amplification - Clause 2.4. It would be the responsibility of the Consultant to manage the Search Engine Optimization and Search Engine Management for DMEO website and social media platforms. Number of keywords would vary from project to project.
52	TOR Section B: Social Media Management and Digital Amplification - Clause 2.5	Assuming that the video part and content curation part is being taken care of by the Content person ?	Please refer to RFP Clause 2.14.6 which clear and self-explanatory.
53	TOR Section B: Social Media Management and Digital Amplification - Clause 2.6	Please elaborate the term firewall.	Please refer to TOR Section B - clause 2.6 which is clear and self explanatory. No change is contemplated.
54	TOR Section B: Social Media Management and Digital Amplification - clause 2.9	Will there be a spoc avaiable 24X7 to address crisis ? Can these consultants work in shifts?	Please refer to TOR Section: Overview of the TOR - clause 4a) read with Schedule 2 : Agreement clause 4.2 are clear and self explanatory
55	TOR Section C: Content Development & Management	Articles & Blogs: Do you want to create public pages separately for each content and then get it published.	DMEO is open to suggestions on this.
56	TOR Section C: Content Development & Management	Articles & Blogs: How are these managed currently. Do you want to change the content. How is it expected to be managed?	The content for articles and blogs is managed by DMEO currently.
57	TOR Section C: Content Development & Management	how is the content managed currently?	The content is managed by DMEO
58	TOR Section C: Content Development & Management	In current website, the articles and blogs are there as content along with other contextual info. What content strategy is required to be used. Please confirm.	DMEO is open to suggestions on the content strategy. The bidder may provide strategic steps that may be taken.
59	TOR Section C: Content Development & Management - clause 2.2	Will the consultancy also be responsible for creating shoot videos ?	Yes, support would be required for shooting and editing of videos
60	TOR Section C: Content Development & Management - clause 2.1.3, 2.1.6	Translation of entire content – Please specify the content formats that we are talking about here	The content format would vary from project to project. Please visit the DMEO website to to get an overview of different types of content format.

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61	TOR Section C: Content Development & Management - clause 2.1.6	Apart from English and Hindi, which all languages need to be considered?	Please refer to TOR Section C - clause 2.1.1 which is clear and self explanatory. No change is contemplated.
62	TOR Section C: Content Development & Management - clause 2.1.6	How many infographics on a monthly basis?	Please refer to TOR Section C - clause 4 which is clear and self explanatory. No change is contemplated.
63	TOR Section C: Content Development & Management - clause 4	In case of animation, a scope need to be defined. In case its anything other than GIF, it may take more than 48 hours. Hence, it target/ resolution time need to be relooked at!	Please refer to TOR Section C - clause 4 .2 which is clear and self explanatory. No change is contemplated.
64	TOR Section: Overview of the TOR - Clause 6 (a)	Please confirm all the resources as per the list mentioned in page no.13 will be deployed onsite (i.e at clients location) or offsite (i.e at Bidders location) or as per the requirement.	Please refer to TOR Section: Overview of the TOR - clause 4a) read with Clause 6a) which is clear and self explanatory.