

Dated: 31.08.2022

Corrigendum-I

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 03.08.2022, 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	Schedule of Selection Process The Authority would endeavour to adhere to the following schedule: <table border="1"><thead><tr><th>#</th><th>Event Description</th><th>Date</th></tr></thead><tbody><tr><td>1</td><td>Last date for receiving queries/clarifications</td><td>Friday, 19 August 2022</td></tr><tr><td>2</td><td>Pre-Proposal Conference</td><td>Tuesday, 24 August 2022</td></tr><tr><td>3</td><td>Authority response to queries</td><td>Monday, 29 August 2022 <u>Wednesday, 31 August 2022</u></td></tr><tr><td>4</td><td>Proposal Due Date or PDD</td><td>Thursday, 08 September 2022 <u>Thursday, 15 September 2022</u></td></tr><tr><td>5</td><td>Opening of Proposals</td><td>Friday, 09 September 2022 <u>Friday, 16 September 2022</u></td></tr><tr><td>6</td><td>Letter of Award (LOA)</td><td>Friday, 23 September 2022 <u>Friday, 30 September 2022</u></td></tr><tr><td>7</td><td>Signing of Agreement</td><td>Monday, 03 October 2022 <u>Monday, 10 October 2022</u></td></tr><tr><td>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	Friday, 19 August 2022	2	Pre-Proposal Conference	Tuesday, 24 August 2022	3	Authority response to queries	Monday, 29 August 2022 <u>Wednesday, 31 August 2022</u>	4	Proposal Due Date or PDD	Thursday, 08 September 2022 <u>Thursday, 15 September 2022</u>	5	Opening of Proposals	Friday, 09 September 2022 <u>Friday, 16 September 2022</u>	6	Letter of Award (LOA)	Friday, 23 September 2022 <u>Friday, 30 September 2022</u>	7	Signing of Agreement	Monday, 03 October 2022 <u>Monday, 10 October 2022</u>	8	Validity of Applications	90 days of Proposal Due Date
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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/Suggestion for changes	Responses of the Authority
1	RFP Clause 1.8 Schedule of Selection Process	Request for extension in the Proposal submission date please. We suggest the Proposal submission date to be extended by 2-3 weeks. New Proposal submission date – 23 Sept'22	Please refer to Corrigendum-I.
2	RFP Clause 2.1.3	Will financial proposal be subject to 10% annual increment in the overall project fee. As per the industry standards and previous tenders released by various Central Ministries and State Departments, we suggest 10% annual increment in the overall project fee. The bidder can incorporate such increment while adding the project cost in the financial proposal.	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.
3	RFP Clause 2.1.4 Professional Personnel	Various responsibilities for Content Specialist such as Research, Creation of new content, Maintenance of existing content for DMEO website & Social Media handle, Coordination with social media experts, designers & technical developers, formulating content update strategy, Benchmarking with leading practices for 3 years will need support from more team members please	Please refer to RFP clause 2.14.6 which is clear and self-explanatory. No change is contemplated.
4	RFP Clause 2.11 Amendments of RFP	Will these modifications be restricted to the scope of services or can be related to any other terms & conditions pertaining to legal, payment, team structure?	Please refer to RFP clause 2.11 which is clear and self-explanatory. No change is contemplated.
5	RFP Clause 2.15.2 Financial Proposal	Will this cost include the cost of tools & technologies to be deployed during the tenure? The cost of tools and technologies are subject to subscriptions on requirement basis, and we suggest such costs shall be approved separately by the authority as and when required. Bidder upon prior discussion with the client get the cost of that tool/ technology approved from the client.	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.
6	RFP Clause 2.2.2 (D) Conditions of Eligibility for Key Personnel	1. Team Leader Bachelor's degree (or equivalent) in Engineering/technology/computer applications, information technology, management or related field(s). Suggest to consider any graduate with same experience	No change is contemplated.
7	RFP Clause 2.26 Substitution of Key Personnel	Will such penalties be applicable in case the candidate leaves the firm? We suggest deleting such clause	No change is contemplated.
8	RFP Clause 2.26.1 Substitution of Key Personnel	What about replacements for temporary or permanent purpose?	Please refer to RFP clause 2.26.1 & 2.26.2 which are clear and self-explanatory.
9	RFP Clause 2.26.3 Substitution of Key Personnel	If Team Leader is in ill health then can he be substituted ?	Please refer to RFP clause 2.26.3 which is clear and self-explanatory.
10	RFP Clause 2.27 Indemnity	As discussed with our legal team, can bidder suggest amendments/ updates to this clause? We suggest deleting such clause.	No change is contemplated.
11	RFP Clause 2.3 Conflict of Interest	As discussed with our legal team, can bidder suggest amendments/ updates to this clause? We suggest deleting such clause	No change is contemplated.

12	Form of Agreement Clause 3.5 Insurance to be taken out by the Consultant	As discussed with our legal team, can bidder suggest amendments/ updates to this clause? We suggest deleting such clause	No change is contemplated.
13	Form of Agreement Clause 7.2 Liquidated Damages	As discussed with our legal team, can bidder suggest amendments/ updates to this clause? We suggest following amendments to the clause “deemed liquidated damages, subject to a maximum of 2% (2 per cent) of the Agreement Value”	No change is contemplated.
14	TOR Section A: Website Operations & Maintenance - Clause 2.1.1.	DMEO to clarify if it refers to enhancement of the current website or development of a completely new website. The scope is quite comprehensive and extensive which may call for altering of structure, content, brand, etc. as detailed out b. It is almost close to putting together a new site · DMEO may consider development of a new site and modify the RFP accordingly · The new site won't be saddled with legacy problems of current site besides having a completely new look and feel	No change is contemplated in TOR Section A: Website Operations & Maintenance.
15	TOR Section A: Website Operations & Maintenance - Clause 2.2.2	1. What will be the period of overlap with existing vendor? 2. Who is the current custodian of current source code? Is versioning being maintained? 3. Does the current code involve licensed software, if yes who bears the cost for the same? 4. Do we have an exit checklist made for current vendor?	For some APIs licensed softwares are being used. All the costs associated with the assignment shall be included in the Financial Proposal. Handover would be provided by current vendor. Remaining details would be provided to the selected Consultant after on-boarding.
16	TOR Section A: Website Operations & Maintenance - Clause 2.2.5 & clause 2.2.6	Will there be a requirement for a Helpdesk application for tracking issues ?	No, there is no such requirement. However, the bidder may propose a helpdesk application in the proposal
17	TOR Section A: Website Operations & Maintenance - Clause 2.2.6.	· DMEO to clarify if Support is needed for grave yard shifts, gazetted holidays, etc. · Consultant will have to factor in the manpower costs for deploying a team through grave yard for managing the site	Please refer to TOR Section A: Website Operations & Maintenance - Clause 2.2.6 which is clear and self explanatory. No change is contemplated.
18	TOR Section A: Website Operations & Maintenance - Clause 2.2.6	Please advise SLA for 24x7 support. So, resource can be factored in while providing cost estimates.	Please refer to TOR Section A: Website Operations & Maintenance - Clause 4 which is clear and self explanatory.
19	TOR Section A: Website Operations & Maintenance - Clause 2.2.9	1. Is the current site integrated with Google Analytics or any such similar tool that can measure these KPIs? 2. Does bidder has to propose any tool to measure these KPIs?	Yes, the current website is integrated with Google analytics to measure KPIs. The bidder may propose any alternative tools as well.
20	TOR Section A: Website Operations & Maintenance - Clause 2.3 Training	a) What are the levels of training required ? b) How many people are to be trained ?	The training would be on basic website management. 2-3 people may need to be trained.
21	TOR Section A: Website Operations & Maintenance - Clause 2.4.1	1. Please give guidelines on deciding the definition of major revamp?	Please refer to TOR Section A: Website Operations & Maintenance which is clear and self explanatory.

22	TOR Section A: Website Operations & Maintenance - Clause 2.4.3	<p>1. Since cost for security audit is based on variable factors. Please help with following questions:</p> <p>a. Number of pages</p> <p>b. Number of servers on which current application is hosted</p> <p>c. Current User load</p> <p>2. What is kind of certificate that need to be considered.</p> <p>a. Wildcard Organization Certificate</p> <p>b. Domain level certificate</p> <p>3. Keeping in mind so many variable factors, we request removal of this clause and charges for the same can be directly be paid by website owner. Also, as a standard practice security audit should be managed by a third party for neutrality.</p>	<p>1a. Number of pages - approx 250+</p> <p>1b. Number of servers on which current application is hosted - 4 server</p> <p>1c. Current User load - 20k/month (approx)</p> <p>2. 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</p> <p>3. No change is contemplated.</p>
23	TOR Section A: Website Operations & Maintenance - Clause 2.4.3	<p>1. Please advise if staging environment will be provided by the client?</p> <p>2. Please confirm who will bear the cost for copyright materials like images, any licenced software for animation etc.?</p>	<p>Currently there is only a production version. Staging version is not active anymore.</p> <p>All the costs associated with the assignment shall be included in the Financial Proposal.</p>
24	TOR Section A: Website Operations & Maintenance - Clause 3.2	<p>We request you to change the frequency for the report to 15 days to make it in sync. With release cycle for better visibility of the progress.</p>	<p>No change is contemplated at this stage.</p>
25	TOR Section A: Website Operations & Maintenance - Clause 4.4.1	<p>1. Downtime due to infrastructure related limitations should be excluded form the SLA calculations</p> <p>2. We request instances to be further classified into severity based on impact and same should be considered while defining SLAs.</p>	<p>Please refer to TOR Section A: Website Operations & Maintenance - Clause 4.2 which is clear and self explanatory. No change is contemplated.</p>
26	TOR Section A: Website Operations & Maintenance - 4.4.2	<ul style="list-style-type: none"> · DMEO to clarify if non- business hours and holidays are considered · DMEO to provide segregation in SLA as per business hours and holidays · If consultant needs to factor staff availability for non-business hours and holidays they would need to include the costs for factoring in the same 	<p>Please refer to TOR Section A: Website Operations & Maintenance - Clause 2.2.6 which is clear and self explanatory.</p>
27	TOR Section A: Website Operations & Maintenance - Clause 4.4.2	<p>We request your to change 12 hours to 12 business hours. Same will be limited to the content on existing webpages. Also, if content provided requires major design effort same which would need creation of new designs/ development. It should be considered as fresh development activity.</p>	<p>Please refer to TOR Section A: Website Operations & Maintenance - Clause 4.2 which is clear and self explanatory. No change is contemplated.</p>
28	TOR Section A: Website Operations & Maintenance - Clause 4.4.3	<p>New pages development estimated effort will be shared and mutually agreed. This may require effort of more then 1 week, in this case we request phase wise delivery of the same to maintain SLA.</p>	<p>Please refer to TOR Section A: Website Operations & Maintenance - Clause 4.2 which is clear and self explanatory. No change is contemplated.</p>
29	TOR Section A: Website Operations & Maintenance - Clause 4.4.6	<p>Data backup policy is governed by NIC and should be excluded from bidder's SLA.</p>	<p>NIC will provide infrastructure for main site and DR as needed. Maintenance of it will be the responsibility of the vendor.</p>

30	TOR Section A: Website Operations & Maintenance - Clause 4.4.6	Since servers are maintained by NIC, NIC tech. support should be available. We will support in issue identification, but it should not be part of bidder's SLA.	NIC will provide infrastructure for main site and DR as needed. Maintenance of it will be the responsibility of the vendor.
31	TOR Section A: Website Operations & Maintenance - Clause 4.4.8	Request you to define severity of the issues and define SLA based on severity. Also, 8 hrs should be changed to business hours.	Please refer to TOR Section A: Website Operations & Maintenance - Clause 4.2 which is clear and self explanatory. No change is contemplated.
32	TOR Section B: Social Media Management and Digital Amplification - Clause 2.2.6.	<ul style="list-style-type: none"> · DME0 to clarify if enhancements of followers/impressions/views, etc. of organic or inorganic is needed · Social media platforms are distinctive profit generating corporates answerable to stakeholders · Advertising on platform is one of the main source of revenues for these companies · Organic enhancement is limited by such companies · Hence inorganic or advertising has to be considered for the same · DME0 to note the same and kindly make provisions for the same 	Paid engagement is not within the current scope of services in this RFP
33	TOR Section B: Social Media Management and Digital Amplification - Clause 2.2.9. & 2.3.3.	<ul style="list-style-type: none"> · DME0 to clarify on offline liaising it expects from the consultants - If DME0 is referring towards liaising with offline media, it consists of Public Relation scope which needs to be separate mandate altogether and factored in the BoQ/Price Bid 	Offline liasing is not within the scope of the RFP
34	TOR Section B: Social Media Management and Digital Amplification - Clause 2.5	<ul style="list-style-type: none"> - DME0 to kindly clarify how it will reimburse consultant for travel, lodging and other costs that may be incurred for Live streaming for events of the department - DME0 to advise on how such incidental costs are to be factored in the price bid? 	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.
35	TOR Section B: Social Media Management and Digital Amplification - Clause 2.9.	<ul style="list-style-type: none"> · DME0 to clarify if Support is needed for grave yard shifts, gazetted holidays, etc. · Consultant will have to factor in the manpower costs for deploying a team through grave yard for managing the site 	Please refer to TOR Section C: Content Development & Management - Clause 2.9. which is clear and self-explanatory.
36	TOR Section C: Content Development & Management - clause 4.2	<ul style="list-style-type: none"> · DME0 to provide reference videos since animation and live action videos are specialised mandates · DME0 to note that animation and action videos are extremely specialised scope of works · The production costs have a wide range depending on the characters, script complexity, voice overs, motion graphics etc. · DME0 needs to provide extensive clarity with reference videos so consultant can factor in the costs 	The requirements would vary from project to project.

37	TOR Section C: Content Development & Management - clause 4.3	<ul style="list-style-type: none"> · DMEO to provide approximate details on the short video bytes to be procured for initiatives such as locations, durations, etc. · DMEO to also clarify if the video bytes need to be filmed during non-business hours and holidays and boarding that may have to be incurred by consultant to execute the mandate · DMEO to clarify on incidental costs such as travel, lodging and boarding that may have to be incurred by consultant to execute the mandate · Consultant will need to gauge and factor in the costs to be incurred 	<ul style="list-style-type: none"> - Requirements would vary from project to project. - All work will be within Delhi NCR. - 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.
38	TOR Section: Overview of the TOR - Clause 3(a)	<ul style="list-style-type: none"> a. The RFP accrues significant operational costs for consultants b. DMEO's needs to consider making monthly payments c. This will assist consultants, specifically MSMEs/StartUps to continue operations without stressing their financials 	No change is contemplated.
39	TOR Section: Overview of the TOR - Clause 6 (a) Miscellaneous	Can the office in Delhi be opened after the tender is awarded ?	Yes, the consultant shall have or establish an office in Delhi/NCR during the project duration.