

SI No	Party Name	Clause No. as per RFP	Query from Bidder/Agency	Suggestions (if any)	ATDC Recommendation
1.	PricewaterhouseCoopers Services LLP	2.1.1 “The Agency shall be responsible for creating and curating content for print, OOH, and social media in consultation with and approval of MD, ATDC”	What is the expected number of print/OOH/social media content/audio visuals items per month?		Two post / day each platform minimum.
2.		2.1.3 “The Agency shall be responsible for design of digital periodic Newsletter etc.”	What is the period of Newsletter? Are there any other periodicals that are planned for the scope of work?		Quarterly
3.		2.2.2 “The Agency to formulate and submit digital/ social media marketing strategy for execution of quarterly campaigns with campaign objectives set in consultation with ATDC.”	Will Agency be responsible for execution of the quarterly campaigns?		Agency will execute social media campaigns.
4.		2.3.2 “The Agency shall be responsible for running Social Media Promotions throughout the tenure of agreement for all calendared events of ATDC and all campaign as planned; when required newly added events will also be the part of Media Planning and promotion. Consultation should be provided by the agency to drive maximum awareness.”	What is the estimated number of events/campaigns planned for a calendar year?		As per requirement.
			Will the Agency be responsible for providing consultation during such events or execution is also included in the scoped?If execution is also included in scope, should this be billed separately after such engagements?		Services will be taken separately on actual basis.
5.		2.3.3 “The agency shall manage paid campaign launch, optimization, and reporting. Keyword bidding and buying of relevant keywords for source markets (e.g., Programmatic Advertising, Google AdWords, Facebook Ads, etc.) including SEO marketing strategies.”	Will the Agency be responsible for bearing the cost of paid campaign launch/keyword bidding and buying of relevant keywords etc?		On actual basis, as per requirement.

6.		2.3.5 “ATDC may assign specific assignments related to promotion, digital content creation and gathering responses from target market segments which shall not exceed more than 6 events in a year. Such custom curated events shall be subjected to quarterly review.”	What is the scope of such assignments?		It varies from time to time.
7.		2.4 Ecommerce	Agency will be responsible for shortlisting vendors only?		As per clause 2.4 in the RFP.
8.		2.4 The payment gateway integration should be implemented	Who will be responsible for providing the payment gateway?		As per clause 2.4 in the RFP
9.		2.4 Website Management, Enhancement, upkeep & New Developments	Is this for 1 year only?		After completion of the website one year free maintenance on the part of the agency.
10.		2.4 Hosting/performance/SLA	Will the department provide the Infrastructure? What is the infrastructure specifications available? If infra to be provided by Agency, what is the estimated BoQ?		As per clause mentioned in RFP.
11.		4.1.4 Minimum Eligibility Criteria The agency must be accredited/ empaneled with Indian Newspaper society/ DAVP / NFDC. (Submit accreditation/ empanelment letter)	Request exemption from this criterion	Kindly relax this criterion	As per clause mentioned in RFP.
12.		8 Force Majeure If deliveries are suspended by force majeure conditions lasting for more than 2 (two) months, the Organization shall have the option of cancelling this contract in whole or part at its discretion without any liability on its part.	If deliveries are suspended by force majeure conditions lasting for more than 2 (two) months, the Organization shall have the option of cancelling this contract in whole or part at its discretion, without any liability on its part, after clearing any outstanding payments to the agency.		As per contract.

13.	Exclusive Advertising Pvt. Ltd	Page No. 10 Point no. 4 Minimum Eligibility Criteria 4.1.5 The Agency should have Minimum Average Annual Turnover of INR 15 Crore for the last 3 (Three) financial years (i.e., FY 2018-19, FY 2019-20, and FY 2020- 21). <i>The Agency shall submit the CA certified Audited Balance Sheet and Profit & Loss Statement for the last 3 (Three) Financial Years in the Technical Proposal/ Bid.-</i>		equest you to relax Minimum Average Annual Turnover to INR 10 Crore as due to COVID19, the business was impacted adversely.	Request accepted. Minimum average annual turnover of INR 10 crore for the last 3 financial year in place of INR 15 crore.
14.		4.1.6. The agency should have successfully handled creative production work for Central Govt./ Ministry/ State Govt./ PSU of value not less than INR 25.00 lakhs during the last 5 years. Documentary proof (work order along with CA certificate with project citation).-		Request you to change the term from creative production work to multimedia campaign.	Point No. 4.1.6 The agency should have successfully handled CREATIVE PRODUCTION / MULTIMEDIA CAMPAIGN work for Central Govt./ Ministry/ State Govt./ PSU of value not less than INR 25.00 lakhs during the last 5 years. Documentary proof (work order along with CA certificate with project citation).-
15.		4.1.9. The agency should have handled and developed a website in Central Govt./ State Govt. /PSU during the last 5 years with details including year wise monetary value		Request you to remove this clause from minimum eligibility criteria as most of the Govt. websites are developed by NIC/ inhouse.	As per clause mentioned in RFP 4.1.9
16.	Span Communication	4.1.8. (Page No. 10) The agency should have experience of managing at least 2 social media management works for Central Govt. Ministry, Department / State Govt. Department / PSU continuously at least for two years.		We request you kindly consider and allow us to submit details of projects that are ongoing in their second year / period up to 2 years	Details of project that are on going in their second year.
17.		4.1.9. (Page No. 10) The agency should have handled and developed website in Central Govt./ State Govt. /PSU during the last 5years with details including year wise monetary value.		We request you kindly consider and allow us to submit details of projects that are ongoing	Details of project that are on going in their second year.

18.		5.2 (IV) (Page No. 11) The agency should have experience of managing at least 2 social media management works for Central Govt. Ministry, Department / State Govt. Department / PSU continuously at least for two years. 2 Account 6 marks 3 Accounts 8 marks 4 Accounts or more 10 marks		We request you kindly consider and allow us to submit details of projects that are ongoing in their second year / period up to 2 years	Details of project that are on going in their second year.
19.		5.2 (V) (Page No. 11) The agency should have handled and developed website in central govt/ state govt /PSU during the last 5years with details including year wise monetary value supported by copy of work order and completion certificate from the concern organization /Department along with complete details of the issuing authority. Project value (₹) Marks 5 to 20 lakhs 6 20 to 50 lakhs 8 50 lakhs and above 10		We request you kindly consider and allow us to submit details of projects that are ongoing. Please note that many clients do not give completion certificates or we have nondisclosure agreements with them. It requested to kindly consider and allow us to submit certificate from Chartered Accountant in lieu of completion certificate from the client	CA certificate on the basis of work order.
20.		ANNEXURE-VII FINANCIAL PROPOSAL (Page No. 27) Maintenance of Website		Request you to kindly add the following point in the financial proposal Development of new pages and features in the website - As we will have to deploy 1 developer and 1 designer for the said work, please allow us to quote separately for this basis Per shift (8 hours) cost of 1 developer & 1 designer. The actual payment can be done basis the estimated shifts for that job.	Point will remain the same.
21.		Last date and time for submission of bids		As Submission is to be mode in Hard copy by 05th May, it is requested you to kindly extend the bid submission date by few days.	Bid submission will not be extended. The last date is 05/05/2022.

22.	Transv Get Connected	2.4 (E-commerce)	<ul style="list-style-type: none"> • Online Booking of Tickets, Hotels, Toursetc can be achieved by integrating third party application - Will the third party integration redirect visitors to the vendor site for processing bookings? 		Will be redirected to the third party application.
			<ul style="list-style-type: none"> • The third party software and data may be integrated using an API or a white labelled solution on the site - Can you elaborate on the white labelled solution required? What if there isn't a third-party API service for a specific requirement? Do we develop one from scratch in that case? • The solution may incur cost which is not in scope for site proposal and need to be checked with the vendors on actual; the agency will be responsible to shortlist and present probable vendors and will then be selected basis features cost and other parameters - Do we need to provide the shortlisted vendors for the bid submission or do we work on it after we start the project. - Are we allowed to offer alternative solutions (which isn't laid out in the RFP) to meet the project requirement? • The payment gateway integration should be implemented - If the third-party integration consists of a payment gateway, do we still need to implement our own? • Option-2 is to integrate the gateway and the payments should directly be credited to individual vendors using split payment APIs 		As per clause mentioned in RFP.
23.		Annexure VII S.No 9 • Videos for social Media	We are unable to find or understand the BOC rate or is there a pre-determine rate?		We don't have any pre-determine rate.
24.		Eligibility Criteria 4.1.4 The agency must be accredited/ empaneled with Indian Newspaper society/ DAVP / NFDC. (Submit accreditation/ empanelment letter)		It is a vendor service just like for Social media AD/promotion. So we will also be able to use service of any empanelled vendor. Kindly request to consider the removal of	As per clause 4.1.4 mentioned in RFP.

				the criteria.	
25.	TSD Corporation Limited	Page 18 EMD (EARNEST MONEY DEPOSIT)		Request exemption from EMD: As per the GFR 2017 , Rule 170, the MSME registered entities are exempted from the EMD payment to Government Organizations. Request exemption for MSME registered entities from EMD for Rs. 2 Lac for the said RFP	MSME accepted.
26.		Page 18 Bid Processing Fees		Request exemption from Tender Fee: As per the GFR 2017 , Rule 170, the MSME registered entities are exempted from the Tender Fee payment to Government Organizations. Request exemption for MSME registered entities from Tender Fee of Rs.3000/- for the said RFP	MSME accepted.
27.		Page 5 Multimedia Content Development	Clarificationb required on - What kind of LIVE Streaming is required? 1 cam or multi cam set up required, pls provide details of quality needed, Who will provide the internet at the venue. How many Live events will happen in a Year		As per requirement.
28.		Paid Campaign	Clarification required – The payment for the paid campaigns shall be required 100% in advance to fulfill the requirement of the platforms		As per actual submission of Bill.
29.		Online Reputation Management and Social Listening	Request clarification – How many resources for Online Reputation and Response Management shall be required onsite and offsite.		As per clause mentioned in RFP 2.6, 2.7
			Also, the tool for the ORM and Social Listening needs to be procured for a particular client and the payment of the same is required on Yearly basis. Request considering the payment of the tool directly from ATDC to the tool provider		As per clause mentioned in RFP.

30.		Website Development	Request Clarification - -Linux based servers and latest software and technology to be used – Who will provide the servers (Test Servers and Live Servers) -Adding/uploading initial content of around 100-150 pages approx. on the site – ATDC will need to provide initial content and Images/ Photo/ Videos for the websbite -1 year maintenance of the site for bug fixes, support, technical assistance, rectification of errors, adding and updating content as well as server maintenance to be covered (Who will maintain the servers and storage on regular basis		ATDC will provide
31.		Website	• Photo & Video Gallery (Photo and Videos to be provided by ATDC)		Yes
32.		Website	Past Data shall be needed from ATDC Specific Content which is Technical in nature (like suggested itineraries , Information, policy and other details) needs to be provided by ATDC		Will be provided by ATDC.
33.		Ecommerce	All integration and other technical activities shall be charged separately based on the efforts required on Man-Day Basis and shall be paid by ATDC separately	ATDC may assign additional scope within the ambit of Digital and Social Media promotion to the agency, on need basis. --- The Cost of additional work shall be charged additionally as per the enhanced scope of work	Cost of additional work on actual basis.
34.		The Agency shall propose adequate off-site support team (Must be a Graduate degree / Post graduate /PG diploma with relevant experience) for on-time delivery of the activities outlined in the Scope of	<ul style="list-style-type: none"> Request clarification - Offsite team shall be available virtually to attend the review meetings/ other meetings of ATDC . 		They can attend review meetings virtually.

		work. The offsite team should have Minimum 2-3 years' experience. The offsite team shall support the on-site on day-to-day activity for on time delivery of the assignment. The offsite team shall be available for monthly/quarterly review meetings or any other meetings as required by ATDC	<ul style="list-style-type: none"> Request clarification : For events / other activities, if the team members are travelling for work, the Travel, stay and incidental charges shall need to be paid by ATDC as per actuals 		Will be paid by ATDC.
35.		4.1. Eligibility Criteria: 4.1.5. The Agency should have Minimum Average Annual Turnover of INR 15 Crore for the last 3 (Three) financial years (i.e., FY 2018-19, FY 2019-20, and FY 2020- 21). The Agency shall submit the CA certified Audited Balance Sheet and Profit & Loss Statement for the last 3 (Three) Financial Years in the Technical Proposal/ Bid		Request you to reduce the Minimum Average Turnover to INR 10 Crores	Request accepted. Minimum average annual turnover of INR 10 crore for the last 3 financial year in place of INR 15 crore.
36.		4.1. Eligibility Criteria: The agency should have handled and developed website in Central Govt./ State Govt. /PSU during the last 5years with details including year wise monetary value.		Request you to consider Consolidated Digital Media Management project under this category as some of the RFP doesn't talk about website creation and management specifically, but the same is part of the scope of work.	As per clause.
37.		Technical Bid Evaluation The Agency should have Minimum Average Annual Turnover of INR 15 Crore for the last 3 (Three) financial years.		Request revision for the criteria as INR 10 Crores	Request accepted. Minimum average annual turnover of INR 10 crore for the last 3 financial year in place of INR 15 crore.
38.		Technical Bid Evaluation The agency should have produced at least 10 videos in last 5 years for Central Govt./ Ministry/ State Govt./ PSU No. of videos Marks 10 to 20 2 20 to 50 3 50 to 100 or more 5		Please consider revision of the same as : No. of videos Marks 10 to 20 2 20 to 30 3 30 to 100 or more 5	No. of videos Marks 10-20 2 21-40 3 41 & above 5

39.		<p>Technical Bid Evaluation The agency should have experience of managing at least 2 social media management works for Central Govt. Ministry, Department / State Govt. Department / PSU continuously at least for two years.</p> <p>2 Account 6 marks 3 Accounts 8 marks 4 Accounts or more 10 marks</p>		<p>Request revision as The agency should have experience of managing at least 2 social media management works for Central Govt. Ministry, Department / State Govt. Department / PSU continuously at least for one year.</p>	Request accepted.								
40.		<p>CONSORTIUM/ JOINT VENTURE Agencies are NOT allowed to form consortium/Joint Venture for participating in the bid.</p>		Request you to allow Consortium/ Joint Venture for the project	Joint venture / consortium not accepted								
41.	Crayons Advertising Pvt. Ltd	<p>Table 1 Last Date for submission 05th May, 2022</p>		Kindly extend the submission date	The Bid submission date cannot be extended. Last date for submission is 05 th May, 2022.								
42.		<p>Clause 5.2 Technical Evaluation The agency should have produced at least 10 videos in last 5 years for Central Govt./ Ministry/ State Govt./ PSU</p> <p>No. of videos Marks</p> <p>10 to 20 2 20 to 50 3 50 to 100 or more 5</p>		<p>Please confirm, TVC and all kind of short films including in this. Can we show are work for corporate client as well. Kindly reduce the number of videos as 50-100 videos as it's tough to have these much because of COVID</p>	<table border="1"> <thead> <tr> <th>No. of videos</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>10-20</td> <td>2</td> </tr> <tr> <td>21-40</td> <td>3</td> </tr> <tr> <td>41 & above</td> <td>5</td> </tr> </tbody> </table>	No. of videos	Marks	10-20	2	21-40	3	41 & above	5
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44.		<p>Clause 5.2 Technical Evaluation Technical Presentation - Overall plan for ATDC focusing on Social Media</p>		<p>Please confirm, this presentation needs to be submitted with technical bid or it is a later</p>	Date of presentation will be intimated later after technical evaluation.								

		Marketing as outlined in the RFP document Creative concepts Website theme and design suggestion Innovative ideas and suggestions		process	
45.		Clause 7 EMD A refundable EMD/ Bid Security of ₹2.00 (rupees two lakhs) only in the form of FDR/Bank Guarantee in favour of “Managing Director, Assam Tourism Development Corporation Ltd.”, payable at Guwahati, validity of 225 days from the date of submission is to be attached along with the Technical Bid.	Please confirm, is there any exemption for MSME organisations.		MSME accepted.