

**National Seeds Corporation Limited**

**(IT Cell)**

No.IT/Soc-Media/30/NSC/2022-23

Dated : 16.02.2023

**Response / Clarification of bidder for Hiring of Social Media Agency - Bid No. Gem/2023/B/3044719 published on Gem Portal on 28.01.2023**

**Query No.-1**

**GeM Representations:**

<b>Bid/RA Section</b>	<b>Seller Query/Representation</b>	<b>Buyer Response</b>	<b>Submitted On</b>
Bid Eligibility Criteria	StartUps in GEM gets exemption from Experience and Turnover criteria in Assessment. Request you to please consider the same.	Remains same, as mentioned in GeM Bid.	30-01-2023 10:27 PM
Bid Eligibility Criteria	Hi, We are fulfilling all Criteria except " The agency must have at least ten years of Vintage in terms of incorporation. " We request you to kindly allow companies with experience of 8 or 9 years to participate	Remains same, as mentioned in GeM Bid	31-01-2023 10:55 AM
Terms and Conditions	1.3.3 Digital and Social Media Condition All posts and queries received between 9 am to 8 pm should be replied within 48-72 hours. Removal of Non relevant posts / information/offensive from all social media handles should be done within 60 minutes. Clarification Sought: NSC to make adequate provisions in the response SLA's for gazetted holidays, force majeure emergencies, etc. Note that Agencies will have to abide by labour laws and provide due holidays and offs	Remains same, as mentioned in GeM Bid	01-02-2023 07:43 PM
Scope of Supply/Service	Scope of Work 5. Development of monitoring, reporting and evaluation mechanism of the digital campaign (24 X 7) is a very important part of the scope of work. Clarification Sought: In order to provide 24x7 monitoring services, including on gazetted holidays, Agencies may have to Will NSC reimburse for the additional resources? If not, does NSC expect the agencies to include this cost in the financial bid.	Remains same, as mentioned in GeM Bid	01-02-2023 07:43 PM
	Scope of Work 2.1 Social Media Management: B. Video team: A video production team including producers, GFX creators, editors, VO artists etc will be required to create digital videos that can be published on various social and Digital and Social Media platforms. Clarification Sought: GFX, SFX, Voice Over Artistes, Actors, production, etc. are specialised mandates with costs that vary according to time of the video, nature and complexity of SFX/GFX, Location, Videography, etc. The team deployed for NSC may not be	Remains same, as mentioned in GeM Bid	01-02-2023 07:43 PM

Bid/RA Section	Seller Query/Representation	Buyer Response	Submitted On
	able to execute and complete all requirements and would need assistance to bring the mandate to fruition NSC has to reimburse these costs based on the requirement of the video to the agency. NSC to kindly make provisions for the same so MSME agencies are fairly compensated for executing the mandate.		
	Scope of Work 2.3 The Agency shall also be responsible for setting up the Hardware and Software infrastructure to execute the work as per the required standards at NSC Head Office. Cost of the Software and Hardware shall be borne by the Agency. Clarification Sought: As per this RFP 1.4 Governance Structure, 1.4.1 Bidder's Responsibilities. (Page 3) Clause a) and b) (Page 4) specifically state that the team servicing the NSC account would be stationed at the Agency's Delhi Office and fulfil the mandate The Clause 2.3 on Page 7 contradicts this clause as it states that the Hardware and Software should be set up at the NSC Head Office. NSC to exclude this clause since the Hardware and Software will need to set up at the Agency's office for the team to utilize and operate Similarly, Clause 2.15 (Page 8) Mentions Assignment of Duty Stations by NSC. Kindly clarify and share more details on this expectation	Team engaged for NSC work shall be deputed/ deployed at NSC, Corporate office, New Delhi.  Required Hardware and Software setup to be done at NSC Office.	01-02-2023 07:43 PM
	Specifics of Scope of Work The social media handle / pages should get at least 20000 No. of impressions and 15000No. of engagements on each social media account. Clarification Sought: NSC to mention the time period it seeks these numbers within.	No. of impressions and engagement mentioned as required monthly or as mentioned in the scope of work	01-02-2023 07:43 PM
	Specifics of Scope of Work Create content for mass email/ bulk mailers for promoting NSC. (Page 9) Clarification Sought: NSC to clarify that only content and designing of emailers is required from the Agency.	Complete handling of content creation and designing for mass email/ bulk mailers for promoting NSC	01-02-2023 07:43 PM
	Specifics of Scope of Work Create Motion Pictures/Animation clips to be developed and posted on social media platform. At least 3 Motion Pictures/Animation clips to be developed and posted each week. (Page 9) Clarification Sought: Creation of motion pictures/animation clips are specialised mandates with costs that vary according to time of the picture, nature and complexity of SFX/GFX, Location, Videography, etc. The team deployed for NSC may not be able to execute and complete all requirements and would need assistance to bring the mandate to fruition NSC has to reimburse these costs based on the requirement of the motion picture/animation clips, etc. to the agency. NSC to kindly make provisions for the same so MSME agencies are fairly compensated for	No extra cost will be paid, work is to be executed as per the Scope of Work.	01-02-2023 07:43 PM

Bid/RA Section	Seller Query/Representation	Buyer Response	Submitted On
	executing the mandate.		
	3. Manpower Requirement b. Content Writer - 1 (Hindi & English). d. Photographer and Videographer -1 Clarification Sought: NSC to clarify if 1 Hindi and 1 English Content Writer each is required or agency needs to provide one single resource with dual capabilities Similarly, NSC to clarify if 1 Photographer and 1 Videographer each is required or agency needs to provide one single resource with dual capabilities	As per the requirement of Scope of work.	01-02-2023 07:43 PM
	NSC about presentation, whether it is to be uploaded with the bid documents or presentation is to be done separately on the date communicated by the NSC	Presentation to be done after qualifying the stage-I.	01-02-2023 07:43 PM

### Query No.-2

**Sunil Goswami - Veda Mode** [sunil@vedamode.com](mailto:sunil@vedamode.com) Feb 12, 2023, 4:10 PM

Please note that there are two different eligibility criteria mentioned in the bid i.e one on main GEM bid and other in the attached RFP under Scope of work. Kindly peruse the comparison given below:

GEM Criteria	RFP Criteria	Remarks	Buyer Response
Minimum Average Annual Turnover of the bidder (For 3 Years) 160 Lakh (s)	The Agency should have an gross annual total turnover amounting to cumulative of at least Rs. 5 Crore or more during Last five financial year i.e. FY 2017-18,2018-19, 2019-20,2020-21 and 2021-22.	You can see that there is huge difference between amount, structure and financial years. Kindly clarify the same as CVC guidelines recommend Average Annual Turnover from Last Three Financial Years and not cumulative turnover.	The bid was invited on QCBS method and evaluation criteria as per attached SLA is fixed. Accordingly the turnover criteria as per SLA is desired.
Years of Past Experience Required for same/similar service 3 Year (s)  The bidder must have experience for number of years as indicated above in bid data sheet (ending month of March prior to the bid opening) of providing similar type of services to any Central / State Govt Organization / PSU / Public Listed Company. Copies of relevant contracts /	The agency must have at least ten years of Vintage in terms of incorporation. The agency must have a proven track record of working with reputed Corporate Brand and at least 2 Government Ministries. The Bidder must have executed/under execution of at least two social media Work Order of amount greater than 30 lacs and above in last 5 years.	You can see that there is huge difference between both the experience criterion and same needs clarity. Also the order value for an order done few years back shall be brought to current level as the work done in 2018 values different at current level, the CVC norm is to bring to current value @7% rate.  Also NBC is a GOI enterprise therefore asking experience from only	Experience criteria as per the SLA is required and bidders will be evaluated based on the evaluation criteria published in SLA.

GEM Criteria	RFP Criteria	Remarks	Buyer Response
<p>orders to be uploaded along with bid in support of having provided services during each of the Financial year.</p> <p>Past Experience of Similar Services: The Bidder must have successfully executed / completed at least one single order of 80 % of the Estimated Bid Value or 2 orders each of 50 % of the Estimated Bid Value or 3 orders each of 40 % of the Estimated Bid Value for similar service(s) in last three years to any Central / State Govt Organization / PSU / Public Listed Company. Copies of contracts / work orders and documentary evidence of successful execution / completion in support of Past Experience of Similar Services along with names, address and contact details of clients shall be uploaded with the bid for verification by the Buyer.</p>		<p>government is unwarranted and the private sector experience be given equal treatment.</p> <p>Your attention is drawn to clause 10 of the Disclaimer note as per which “10. Seeking experience from specific organization / department / institute only or from foreign / export Experience”, therefore the experience criteria be amended.</p>	
			<p>Technical Evaluation Criteria at Page 11 of RFP is unjust and smacks of favoritism, having illogical marking criteria, like 1. Managing Social media accounts for Government/ Ministry/PSU clients. (only one of below will applicable).</p> <p>a. More than three Government Clients. 30 Marks</p> <p>b. Two or Three Government Clients. 20 Marks</p> <p>c. One government Client. 10 Marks</p> <p>The above clause has no stipulation of value of work done or magnitude of the contract. Moreover managing doesn't mean the bidder will be able to complete the contract as ongoing work has no relevance</p>

### Query No.-3

#### Query from Goldmine Forward:

Clause No.	Clause	Clarity Sought	Remarks
Clause 1.3.3	Removal of Non-relevant posts/information/ offensive from all social media handles should be done within 60 minutes.	Posts on Social Media cannot be removed but can be reported/blocked. Only Social Media Companies have the right to remove posts if found violating their rules	Action against such post/comments etc can be taken as per the policy of Social Media Platform.
Clause 1.4.1 (Point B)	The selected agency should work from its office in Delhi /NCR for the management of this project and the entire manpower engaged in this project shall be deputed in this office only.	We understand the resources required by NSC shall be deployed/deputed at the Agency's Office.	Team engaged for NSC work shall be deployed/deputed at NSC, Corporate Office, New Delhi.
Clause 2.1 (Point B)	A video production team including producers, GFX creators, editors, VO artists, etc will be required to create digital videos that can be published on various social and Digital and Social Media platforms.	How many of these videos will be required in a month? There may be additional costs for making these videos as it includes VOICE OVER artists, post-production jobs, etc.	No. of videos will be required as mentioned in the scope of work. No additional cost should be applicable for creating any content.
Clause 2.14	Number of Video Added/Edited (both in Hindi and local language for region-specific).	If these videos are to be made on regular basis in REGIONAL Languages there shall be an additional cost.	As per scope of work.
Clause 2.16	The social media handle/pages should get at least 20000 No. of impressions and 15000No. of engagements on each social media account.	Can you please specify the duration for these impressions and engagement as these may require paid promotion if needed in a short span of time?	No paid promotion required. No. of impressions and engagement mentioned as required monthly or as mentioned in the scope of work.
Clause 2.16	<b>Specifics of Scope of Work:</b> Create Motion Pictures/Animation clips to be developed and posted on the social media platforms. At least 3 Motion Pictures/Animation clips to be developed and posted each week.	While we are okay with 3 Motion Picture clips per week, NSC have to pay separately for Animation Videos as additional resource/expert for Animation Jobs will be needed to make Animated Videos.  We can accommodate 2 Animation Videos (2D) per month within the current scope of work on the cost submitted.	No extra cost will be paid. Work to be executed as per scope of work.
Clause 3	Manpower Requirement: Graphic Designer & Video Editor- 1	Pls clarify, does NSC wants two separate resources for GFX and Video Editor OR 1 resource having expertise	As per scope of work and terms and condition of SLA.

Clause No.	Clause	Clarity Sought	Remarks
		in both?	
Clause 4 (Point B)	Technical Evaluation Criteria: Stage-II Presentation	Do we need to submit the PRESENTATION after qualifying STAGE I or before?	Presentation to be done after qualifying the stage-I.

**Query No.-4**

From: **Rahul sharma** <[rahul.sharma@kaizencomm.com](mailto:rahul.sharma@kaizencomm.com)>

Date: Wed, 8 Feb 2023, 11:53

Subject: Query - RFP for Hiring Of Social Media Agency for NSC/Bid No. GEM/2023/B/3044719

To: [nsc@indiaseeds.com](mailto:nsc@indiaseeds.com) <[nsc@indiaseeds.com](mailto:nsc@indiaseeds.com)>

Dear Sir, With respect to bid number GEM/2023/B/3044719 for Hiring of Social Media Agency for NSC, we have below queries.

Sr. No.	Topic & Page No.	Query	Buyers Response
01.	A. Pre-Qualification Criteria (Page 10) 3. The agency must have at least ten years of Vintage in terms of incorporation. The agency must have a proven track record of working with reputed Corporate Brand and at least 2 Government Ministries.	Many good social media agencies do not have experience of government departments/PSUs. Hence request you to kindly relax this clause to attract quality agencies. The relaxation will ensure level playing field for the start-ups and MSMEs who do not have government sector experience. The government experience carries 30 marks. This clause favours those bidders who have government experience and undermines potential of other bidders.	The bid was invited on QCBS method and evaluation criteria as per attached SLA is fixed.
02.	1.3.3 Digital and Social Media Condition (Page 02) All posts and queries received between 9 am to 8 pm should be replied within 48-72 hours. Removal of Non relevant posts / information/offensive from all social media handles should be done within 60 minutes.	Apart from Facebook, other social media handles do not let page owner to remove comments, hence this condition can not be fulfilled technically.  Request you to kindly remove this clause.	Action against such post/ comments etc can be taken as per the policy of Social Media Platform.

**(Chandra Shekhar)**  
**(Asstt. General Manager (Engg/IT))**