

**REPLY TO PRE-BID QUERIES OF RFP FOR SELECTION OF COMMUNICATION CELL FOR CRUT  
RFP NO-1770, DATED-22.08.2022**

| Sl.No. | Tender Document Reference(s)& Page Number(s)    | Content of Tender Requiring Clarification(s)   | Points of Clarification   | Reply to Queries   |
|--------|---|--|---|--|
| 1      | 4. Eligibility Criteria, Page 5                 | The average annual turnover of the Applicant in India in the last 3 financial years i.e. 2018-19,2019-20 and 2020-21 shall be minimum INR 10.Crores or above.  | Considering the huge scope of work mentioned in the RFP, we suggest to kindly increase the turnover to 30 Cr. This will help for a better, competitive and fair bidding amongst potential bidders.  | <b>RFP Clause shall prevail</b>  |
| 2      | 17.2. Evaluation of Technical Proposal, Page 12 | Turn Over<br>Turn Over = or >10 Crores = 5 marks<br>For every additional turnover of Rs.5 Crores, the Bidder shall get additional mark of 1-mark subject to maximum marks of 10 marks.   | Considering the huge scope of work mentioned in the RFP, we suggest to kindly increase the turnover to 30 Cr for a better, competitive and fair bidding amongst potential bidders.<br>Please consider revised clause as below:<br>Turn Over = or >30 Crores = 5 marks<br>For every additional turnover of Rs.5 Crores, the Bidder shall get additional mark of 1-mark subject to maximum marks of 10 marks. | <b>RFP Clause shall prevail</b>  |
| 3      | 17.2. Evaluation of Technical Proposal, Page 14 | Note: The above presentation for 30 marks must be done by the Team proposed for the assignment.  | We assume that the team who shall give the presentation not necessarily be a part during contract signing. There may be some addition / removal of resources based on the availability.   | <b>Considered</b>  |
| 4      | 19. Termination of contract, Page 16            | CRUT, if required, may ask for replacement of <b>project coordinator</b> (full time deployed at CRUT office) in case of non-satisfactory performance. In such case, concerned personnel shall be replaced by the Communication agency within 60 days of acceptance of the profile / CV of person by CRUT and the replacement expert shall have equal or better qualifications and experience as those of the originally proposed expert. | The project coordinator stated in this clause is not mentioned in expected resources deployment section. Hence request the client to kindly define who is the project coordinator?  | CRUT, if required, may ask for replacement of Team Lead cum Branding Campaign,Social Media,& Communication Strategy Expert (full time deployed at CRUT office) in case of non-satisfactory performance. In such case, concerned personnel shall be replaced by the Communication agency within 60 days of acceptance of the profile / CV of person by CRUT and the replacement expert shall have equal or better qualifications and experience as those of the originally proposed expert. |

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| 5  | TASK A: Communication & Branding Strategy, Page 19                            | Text content: The Agency shall prepare content for text write-ups, short stories, narrations, blogs, tag-lines, short messages, surveys, polls, questionnaires, press release, newsletter etc. on the subject matter in English, Hindi and Odia language, as required.                        | Request the client to clarify how the surveys and polls will be conducted. We assume that the tools that will be used for conducting surveys and polls will be provided by the department and the expenses for the tool shall be borne by the department. We also assume that bidder shall only provide the content for newsletter and the recurring charges & circulations has to be borne by the Department. | The bidder has to bear the cost of conducting surveys. The selection of the tool for the same is upto the bidder. The bidder has to provide only the content for the newsletter etc.   |
| 6  | TASK D: Social Media Grievance Redressal Plan And Its Implementation, Page 21 | Coordination and handling on daily basis: Maintain Grievance Redressal system to receive and act on complaints and grievances reported by the followers /citizens.  | Is there any existing Grievance Redressal System in the department? If yes then, we request the client to kindly allow us to study the existing system.  | The grievances are mostly collated through various Social Media Handles, Emails, CMO app and Smart City Portal. The bidder is expected to include a preliminary study of the existing system as part of the project methodology. |
| 7  | TASK D: Social Media Grievance Redressal Plan And Its Implementation, Page 21 | Maintain Grievance Redressal system to receive and act on complaints and grievances reported by the followers/citizens.   | We understand that “Maintain Grievance Redressal system” means only the operational maintenance Grievance redressal system and does not involve any technical aspect like removing a bug, solving issues, making changes in the software etc.  | Grievance Redressal System doesn't include any technical aspect like removing a bug, solving issues, making changes in the software etc.   |
| 8  | TASK E: Knowledge Management, Page 22   | Digital Asset Management (DAM): The Agency shall recommend a list of available digital asset management software programmes that may be purchased as a subscription by CRUT. If approved, CRUT may ask Agency to purchase the DAM software at approved cost and manage CRUT's digital assets. | We request the client to provide the list of its digital assets to be managed by the bidder.   | Some of the Digital Assets that has to be managed are Photos, Videos, Newspaper articles, Research Documents, Monthly Reports, Creatives.  |
| 9  | Resource Pool, Page 25  | Resource Pool   | As the designations stated in resource pool section are not mentioned in the ITPI Rates Document and also the remuneration per month is not conclusive, we request the client to define a fixed range of rates as per ITPI.  | <b>RFP Clause shall prevail</b>  |
| 10 | Resource Pool, Page 25  | Video Editor/ Visualizer:<br>Bachelor's degree/ Diploma in film studies,  | As per ITPI, the remuneration of the resources are based on no of years of experience. Here in this clause, the years of   | <b>RFP Clause shall prevail</b>  |