

Responses to prebid queries on Request for Proposal (RFP) for Selection of partner for Public Relations and Social Media Engagement for Investment Promotion

S No	Pre Bid Query	RFP Document Reference	Point of Clarification	Response of Guidance
1	Number of embedded resources required in Chennai for both PR and Digital if at all. If embedded resources at Chennai are not needed then what will be the frequency of meetings every month. This is important in case our specialists from Delhi or Mumbai have to fly down to Chennai regularly for meetings.	7. GENERAL INFORMATION AND TERMS AND CONDITIONS v. Availability of Project Team, page 43	As per RPF, we will need a certain	As per RPF
2	Translations: How many languages and tentative frequency as this will impact the financial cost	3.3 Social Media Engagement j. Translation, page, 16	The number of translations will be	As per RPF
3	For improving website ranking and follower acquisition on social- Is there a paid media budget for the campaigns? Organically achieving these numbers may not be feasible. Our understanding is that this amount will be exclusive of the amount quoted in the financial proposal.	4. DELIVERABLES AND PAYMENT TERMS 3.3a Drive traffic to the website, page 18	The cost for running paid campaigns	As per RPF
4	How many Live Videos for social do you foresee happening every month. These will be from Chennai only or other locations in India as well. Our understanding is that technical cost of equipment hire for this will be separate and paid as per actuals	3.3 Social Media Engagement d. Development of content	As per RPF, under deliverables section, the selected agency is expected to deliver the	As per RPF
5	Our understanding is that technical cost of equipment hire for this will be separate and paid as per actuals	3.3.3 Social Media Engagement Deliverables and Payment Schedule 3 d, page 18	The agency is expected to include	As per RPF
6	For profiles, RFP requirement says that it needs three dedicated professionals with at least 5 years of experience. It further says that it needs 2 dedicated professionals with 7 years of experience as PR managers and 1 professional with 10 years of media relations experience - so is that 3 + 2 + 1 or those are the specifications on the qualifications of the three dedicated professionals. Is there a location preference for the profiles?	5. ELIGIBILITY CRITERIA 5.2.1 Public Relations Team, page 22	As per RPF, we will need a certain	As per RPF
7	Costs for media fam tour will be taken care by the bureau or has to be mentioned separately in the proposal. Please clarify.	3. SCOPE OF WORK 3.2 Public Relations Engagement, page 13	The cost for fam trips will be borne	As per RPF
8	Collateral costs to be included in the financial proposal? Please clarify.	3. SCOPE OF WORK 3.1 Integrated Communications Strategy Page 14	The design costs are part of the	As per RPF
9	Can you list specific markets in India that you would like to target under this PR mandate for Investment Promotion?	3. SCOPE OF WORK 3.2 Public Relations Engagement, page 13	This will depend on the strategy	As per RPF
10	You have mentioned International media in the RFP. Please clarify whether this means International media based in India or media outside the country.	3. SCOPE OF WORK 3.2 Public Relations Engagement, b. Mapping of target media and stakeholders and develop a local national media list: page 13	More often than not, it is mandated	As per RPF
11	You have mentioned Roadshows / trade promotion events in the RFP. Please confirm the number of road shows that that you will be undertaking during the period.	3. SCOPE OF WORK 3.2 Public Relations Engagement, page 14	While this is only indicative, Guidance	As per RPF
12	Also, would you require support for global trade show that the Government of Tamil Nadu will be participating? If yes, please confirm the number of global tradeshows that you intend to participate. Also, please note that this will also then include us involving our global network at an additional cost.	3. SCOPE OF WORK 3.1 Integrated Communications Strategy Page 14	You may indicate that as a separate	As per RPF
13	The Agency should have completed or should be working on cumulatively at least 5 (five) Retainer Assignments or 2 (two) Assignments with a project duration of 1 year each or more with a Government Agency (Central/State/Public Sector Undertaking) in the last 5 (five) years on or before the due date for submission of proposals. We are working on NSDC only.	5. ELIGIBILITY CRITERIA 5.2.1 Public Relations Team, page 21	NSDC qualifies as a government	As per RPF
14	The agency should have completed or should be working on at least 1 (one) assignments for public relations and social media for Investment Promotion or an international or national company which is a Fortune 500 Company in India. Out of these, at least 1 (one) project should have been completed in the last 3 (three) years on or before the due date for submission of proposals. We don't represent any investment board. We do represent Fortune 500 companies.	5. ELIGIBILITY CRITERIA 5.2.1 Public Relations Team, page 21	In the technical plan, you may want	As per RPF
15	The agency should have executed at least one project in the area of economic development or investment promotion having worked with or providing services as public relations agency or social media agency for an investment summit or support to the Industries Department (or equivalent thereof) for any Central/ State/ Public Sector Undertakings in India or abroad by deploying a team of three or more members for at least one year.	5. ELIGIBILITY CRITERIA 5.2.1 Public Relations Team, page 21	Since you worked for NSDC, please	As per RPF
16	We currently don't have an office in Chennai, however we work with our affiliates and can hire the required associates if we were to earn your business.	5. ELIGIBILITY CRITERIA 5.2.1 Public Relations Team, page 22	In such a case, you can apply as a	As per RPF
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20	How many focus countries are we expecting to be included?	Scope of Work (page 15, point 3.3 a)	While this is only indicative, Guidance	As per RPF
21	Will team be expected to travel within India or abroad?	Scope of Work (page 15, point 3.3 d)	As per the requirements. Mostly the	As per RPF
22	Will this be tool based? Will tool access provided by department?	Deliverable and payment terms (Page 18, point 3.2 h)	Using the tool is the most effective	As per RPF
23	Shall these be paid engagements?	Deliverable and payment terms (Page 19, point 3.3 g)	From our experience, the industry	As per RPF
24	Is this limited to Indian language or foreign language also are a part? Is there a number that can be defined?	Deliverable and payment terms (Page 19, point 3.3 j)	It will be major languages that will	As per RPF
25	Will this be tool based? Will tool access provided by department?	Deliverable and payment terms (Page 19, point 3.3 h)	It will be measured by a tool. Since	As per RPF
26	Will department inform or give access to corporate network?	Deliverable and payment terms (Page 19, point 3.3 d)	It depends on the strategy. The idea	As per RPF
27	We would request for increasing turnover to INR 40 crores and above for getting better contenders.	Eligibility Criteria, (page 21, point 1.f)	Noted.	As per RPF
28	As for meeting the objective of this project, we humbly submit that equal distribution in last three section (Team, Work Plan and Presentation). The execution of the project all three are equally essential.	Evaluation of technical proposal (page 29)	Noted.	As per RPF