

F.No.3-41/2014-Media
Ministry of Women and Child Development
Government of India

New Delhi, Shastri Bhavan
Dated: 16th January, 2015

**Subject : Responses to the Expression of Interest (EOI) Queries –
Engagement of Media Agency for Social Media Management of
MWCD- Reg**

Please find enclosed the Responses to the Expression of Interest (EOI) Queries regarding Engagement of Media Agency for Social Media Management of MWCD.



(GK Yadav)
Section Officer(Media)

Queries Posted				
Sr. No.	Name of the Organisation	Section	Queries Raised	Response
1	Gold Mine Ltd.	Under Scope of Work	Does MWCD have any team size estimated at this time, which they expect the Agency to deploy or can the Agency use its expertise to estimate the same?	MWCD has mentioned an indicative number however the agency is expected to estimate the same.
			Does MWCD have any specific skills that they team members should have or can the Agency use its expertise to judge the same?	MWCD has mentioned the specific skills under Section 7, please refer to the same
			Are the team members to be deployed to be based in New Delhi alone or other locations as well. If the latter, please elaborate...	Team is to be based in Delhi
2	Gold Mine Ltd.	Qualification Criteria	Will MWCD accord any preference to otherwise well qualified "Make in India" agencies i.e. an agency which is not the subsidiary (partially or wholly owned) of any non-Indian entity, whose ownership is at least 75% owned by Indian citizens/organizations, all key executives are Indian citizens and has at least 75% of its revenues coming from Indian clients	The bid will be considered as per terms and conditions of EOI
3	Gold Mine Ltd.	Overall	What are steps after the EOI evaluation i.e. will only those Agencies which clear this stage be considered for further evaluation in the Agency selection?	The understanding is correct.
4	EdelMine Digital India	Section 2	So is the Ministry expecting the agency to maintain all of the above social platforms? And create platforms for the Commissions and Schemes which don't have social platforms at the moment	MWCD requires that the bidder provides a platform for all the schemes under MWCD. Other Commissions are just as information on the Organisation structure
5	EdelMine Digital India	Section 7	The agency has experience of executing 5 projects on development communication for social sector using IT tools in the last FIVE years, but haven't executed 2 projects for for Central/State Government/ Public Sector Undertaking / Autonomous Bodies under t	The bidders will be considered as per the shortlisting criteria mentioend in the Eoi
6	EdelMine Digital India		the agency has experience of executing 5 projects on development communication for social sector using IT tools in the last FIVE years, but haven't executed 2 projects for for Central/State Government/ Public Sector Undertaking / Autonomous Bodies under the Central or State Govts. But have executed projects for United Nations e.g. (WHO, UNICEF, UN Women, UNDP) and NGO sector (Bill & Melinda Gates Foundation, International Justice Mission – Enslaved children, Smile Train – cleft surgery in child), can they still Qualify and get shortlisted?	The bids will be considered as per the shortlisting criteria mentioned in the Eoi
7	EdelMine Digital India		Statement of purpose in not more than 1500 words: What all should it entail?	The bider is expected to present understanding of the requirement and based on that a strategy that best fits the requirement of MWCD
8	Adfactors		Is there an earnest money to be submitted at the proposal stage?	There is no EMD at this stage
9	Adfactors		Is there a bid registration amount to be submitted? If yes, what is the process?	There is no fee at this satge
10	Adfactors		What are the official communication languages for MWCD on social media	MWCD expects the bidder to provide in both English and Hindi and the rest of languages when there is a requirement
11	Adfactors		It has been understood that Ministry of Women and Child Development run several schemes and programmes focused around women and children. Hence, official pages on platforms like Face book, Twitter, Google+, YouTube pages need to created separately for each program independently or one single official identity needs to be created on each of the above platforms OR have 2 sets of official pages: One targeted around women and another around children hence, can we look at separate social media presence for each group.	The bidder is expected to come up with an optimum communication plan to meet the requirement of MWCD
12	Adfactors		What are the number of posts per Channel (FB, TW, G+, YT)	The bidder is expected to make an assessment so that the strategies and communication plans are effective and meet the requirement of MWCD
13	Adfactors		Since the Hon'ble Minister, Ms Gandhi will be addressing workshops like Beti bachao beti padhao. Is live tweeting a part of such workshops, if yes, we need no. of workshops per month	The bidder is expected to assess the requirement as per the needs of MWCD including conducting of workshops

14	Adfactors		Will all event images, videos with voice over etc be given by the MCD office, or they have to be shot and developed by agency.	All such artifacts will be provided by MWCD. The bidder is expected to produce only if there is a need felt by MWCD			
15	Adfactors		Multiple language voice over and video editing might come at an extra cost. Will that be separately funded by the Ministry?	All such artifacts will be provided by MWCD. The bidder is expected to produce only if there is a need felt by MWCD			
16	Adfactors		Campaigns and other contests for higher engagement will need to be sponsored and advertised on social media, hence campaign budgets needs to be allotted.	The bidder is expected to present understanding of the requirement and based on that a strategy that best fits the requirement of MWCD			
17	Adfactors		Is a dedicated team required to operate on-site at MCD office or off-site in Mumbai Adfactors PR office will be sufficient	Team is to be based in Delhi			
18	Adfactors		What is the suggested team structure – Dedicated and Supportive roles?	MWCD has mentioned an indicative number however the agency is expected to deploy the manpower as per the need and requirement of the Ministry.			
19	Adfactors		Page 13, SOW point no. VI asks for real time monitoring and reporting. Is web-monitoring, i.e. forums, websites, news channels, blogs implied in the monitoring scope.	That is correct			
20	Adfactors		Ref. point VIII. Also do all responses on social media channels need an approval system to be designed. If yes, how many stages of approval need to be incorporated?	All campaigns requires an approval from the Ministry prior to release			
21	Adfactors		What is the benchmark turn-around time for the agency to respond to citizen's posts on social media platforms?	The bidder is expected to present understanding of the requirement and based on that a strategy that best fits the requirement of MWCD			
22	Adfactors		Point X; What is the level of training required for MWCD officers: a. basic understanding of social media platforms b. technical understanding c. hands-on training	The bidder is expected to provide Hands on Training			
23	Adfactors		Is this a one-time training or periodic training?	The bidder is expected to present as per their understanding of requirement of MWCD			
24	Adfactors		How many officers will need to be trained?	The officers will be trained as per the requirement of MWCD			
25	Object One International		Deploying of Manpower Services costs need to be calculated externally from our end or included in the bid?	Manpower service costs will be part of this Bid			
26	Object One International		How many Social Media Platforms need to be maintained? one or multiple in all the social platforms?	The bidder is expected to present understanding of the requirement and based on that a strategy that best fits the requirement of MWCD			
27	Object One International		How do we consider Campaigning costs? is it included or with in the bid?	This EOI is to understand the potential bidders who can be engaged with MWCD, there is no commercial bid at this stage			
28	Object One International		For Campaigning we need to develop 2D ,3D animations and the work is measurable based on the seconds. How do we proceed on this?	All such artifacts will be provided by MWCD. The bidder is expected to produce only if there is a need felt by MWCD			
29	Object One International		Inorder to generate analytics and Social Media Activities we need to use Social Relationship Management tools. Who will be taking care of Tool costs?	All such Tools are part of this bid however there is no commercial bid expected from the bidder at this stage.			
30	Object One International		Who will taking care about the infra like PC/Laptop, office space and bandwidth costs ?	The bidder is expected to have their own IT infrastructure however space will be provided by MWCD			
31	ValueFirst Digital Media Private Limited		Cost Of Tender/ Total Budget of the Tender.	There is no cost to bid for the EOI			
32	ValueFirst Digital Media Private Limited		EMD	There is no EMD at this stage			

33	ValueFirst Digital Media Private Limited		Tender for Social Media is Monthly based or Full Time.	The contract is for a period of 2 years as mentioned in the EOI			