

F. No. 3-41/2015-Media  
Government of India  
Ministry of Women & Child Development  
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Shastri Bhavan, New Delhi.  
Dated : 22<sup>nd</sup> July, 2015.

Subject : Clarification on RFP for selection of Social Media Agency – reg.

Clarification on the queries made by the Agencies in respect of RFP for selection of Social Media Agency for Ministry of Women & Child Development are enclosed.



( Jai Kishore )  
Under Secretary to the Govt. of India

Pre-Bid Queries Posted

S. No	Name of the Organization	Section of EOI	Queries Raised	Response
1.	Perfect Relations	3: Scope of Work, Page 13;  (ii) To set up a complete social media management system for the Ministry and manage the same on 24x7 basis by deploying requisite human and technology resources.	Would the Ministry require team members to work full time around the clock or can we assign our set timings depending on the nature of activities and/or online queries?	The Ministry require team members to work full time <del>around</del> around the clock.
		3: Scope of work, page 14  (iii) Tracking the Ministry's social media platforms through the state of the art monitoring tools of 24x7 basis and providing feedback impact to the Ministry on a periodic basis.	Request an indication of time-period to present the impact reports periodically.	The selected Agency is to present the impact report and the period/time will be specified in the RFP.
		4: Specific Scope of Work, Page 14;  (iv) The selected agency shall provide training to the selected officials of the Ministry on the dynamics of social media platforms so as to enable them to also operate some of the accounts at their level.	Agency would like to request an indication of the number of officials that will be selected for training.	Depending upon the requirement of the Ministry. <i>Will be specified in the RFP.</i>
2.	Abhinav Rahul	In the qualification and shortlisting criteria, point number 3, it has been mentioned that turnover should not be less than 5 crores.	Could you clarify if this turnover is cumulative turnover for a period or each year turnover?	Turnover should be each year as mentioned in the EOI and not cumulative.