

**Corrigendum No. 1**

**Appointment of an Agency for Selection of an Agency for Branding, Media Planning, Creative Content and Digital Media support to Maharashtra Tourism**

Please find below table highlighting the revision in the original clauses of the RFP based on the Queries received from the Participating Bidders

S.N	Clause Reference	Original Clause	Revised Clause
1	8.1. Team Composition	. The SUCCESSFUL BIDDER must deploy the following four (4) resources (one resource from each resource category) full time at the DOT office for regular coordination and communication – i. Digital Media Expert ii. Design & Creative Expert iii. Content Developer / Coordinator iv. Analyst	. The SUCCESSFUL BIDDER must deploy the following two (2) resources (one resource from each resource category) full time at the DOT office for regular coordination and communication – i. Digital Media Expert ii Content Developer / Coordinator
2	4.3.	Format to share Financial Details (To be submitted duly signed by Statutory Auditor of the bidder on its letter head)	Format to share Financial Details (To be submitted duly signed by Statutory Auditor/ Chartered Accountant of the bidder on its letter head)
3	4.4.	Format to share Bidder's Firms Particulars The Table below provides the format in which general information about the bidder must be furnished duly signed by the Authorized Signatory of the bidder and certified by the Statutory Auditor.	Format to share Bidder's Firms Particulars The Table below provides the format in which general information about the bidder must be furnished duly signed by the Authorized Signatory of the bidder and certified by the Statutory Auditor/ Chartered Accountant
4	5.2	CERTIFICATE AS TO AUTHORISED SIGNATORIES I _____, the Company Secretary of _____, certify that _____ who signed the above Bid is authorized to do so and bind the company by authority of its board/ governing body. Date: Signature: (Company Seal) (Name)	CERTIFICATE AS TO AUTHORISED SIGNATORIES I _____, the Company Secretary / Chartered Accountant of _____, certify that _____ who signed the above Bid is authorized to do so and bind the company by authority of its board/ governing body. Date: Signature: (Company Seal) (Name)
5	New Annexure	Not Applicable	Kindly refer "Annexure C" for the format for Letter of Undertaking for Office in Mumbai
6		Clarifications for Queries Received in Pre-Bid	Refer "Annexure D" for the clarifications for queries received during Pre-bid

**Annexure –A Revision in Section 2.25: Pre-Qualification Criteria**

The below section highlights revisions in pre-qualification criteria of the RFP document.

S.No	Basic Requirements	Eligibility Criteria	Document to be submitted
<b>PQ4</b>	<b>Existence</b>	The bidder, or incase of a consortium the lead bidder must have been in operation for a minimum period of 5 years, as on 1st April 2020, undertaking Media Planning, Branding, Content Creation and Social/Digital Media management. Preferably in the areas of Tourism, Travel, and/or Hospitality Industry/ Culture / Entertainment/sports.	<ul style="list-style-type: none"><li>• A letter in the format provided in Section 4.4, signed by the Authorized Signatory of the Bidder and certified by the Statutory Auditor / <b>Chartered Accountant</b></li></ul>

**Annexure –B Revision in Section 2.29: Pre-Qualification Criteria**

The below section highlights revisions in Technical qualification criteria of the RFP document.

<b>S.No.</b>	<b>Parameter</b>	<b>Max. Marks Obtained</b>	<b>Documents to be submitted</b>
<b>TQ6</b>	The bidder, or incase of a consortium, any member of consortium must have received National / International level award/s for Work in Branding, Media Planning / Campaigns, Content Creation, Digital/Social Media Management from reputed organization/s	10	Award Certificate/s in the name of the bidding agency & submit proofs like emails, photo of the trophy or website screenshots.
<b>TQ7</b>	Approach and Methodology of the Applicant (evaluated through presentation by the Applicant)	35	• Presentation

**Annexure C – Format for Letter of Undertaking for Office in Mumbai**

<To be submitted on the Letterhead of the responding company >

To

The Director (Tourism)  
Directorate of Tourism, Government of Maharashtra  
Apeejay House, 4<sup>th</sup> Floor,  
3 Dinshaw Vacha Road,  
Churchgate, Mumbai-400020

Name of Work: Appointment of an Agency for providing Public Relations and Media Coordination support to Maharashtra Tourism

Tender No. :

Ref : Bid No: <No> Dated <DD/MM/YYYY>

Sir,

We \_\_\_\_\_, (name of the bidder) who are an established and reputed PR agency, having offices at \_\_\_\_\_ (addresses of the bidder) do hereby undertake to establish a fully functioning office within the jurisdiction of Mumbai (preferably within jurisdiction of Municipal Corporation of Greater Mumbai) within 30 days of award of work for the tender referenced above. We also undertake to assure the authority that the said office in Mumbai shall remain fully functional and operational in the duration of the contract with the Directorate of Tourism, Government of Maharashtra.

It is understood that failure to comply with this undertaking in any manner whatsoever, Directorate of Tourism, Government of Maharashtra shall have the right to reject my / our bid and forfeit the submitted Earnest Money Deposit (EMD), and if the bid has resulted in a contract, the contract is liable to be terminated without prejudice to any other right or remedy (including black listing or holiday listing) available to Directorate of Tourism, Government of Maharashtra.

Yours Sincerely,

For and on behalf of M/s \_\_\_\_\_ (Name of the bidder)

Signature:

Name of Authorized Signatory:

Date:

Place:

Directorate of Tourism, Government of Maharashtra							
Pre Bid Queries- ANNEXURE "D" Clarification Queries received in Pre- Bid							
Tender (RFP) No. DIOT/Pub/AgencyEm./106/05/2020							
Selection of an Agency for Branding, Media Planning, Creative Content and Digital Media support to Maharashtra Tourism							
Sr. No.	Agency / Company Name	Clause No.	Page No.	Type Of Query	Content of RFP Requiring Clarification	Change Requested/ Clarification Required	Remarks
1	Nascent Info Technologies Pvt. Ltd	2.25. Pre-Qualification Criteria	22	General	The bidder, or incase of a consortium the lead bidder should have a fully functioning office in Mumbai	We request DoT to kindly allow bidder to submit the ndertaking to setup the local office within 45 days of award of work.	An Undertaking to set office within 30 days from Award of Work order should be submitted on Letterhead of the firm signed by Authorised Signatoury as Per Annexure C. The Consent Letter to be Submitted on time of Bid Submission.
2		2.25. Pre-Qualification Criteria	22	Financial	1. The bidder, or incase of a consortium the lead bidder must have attained following revenues from Content Creation and Social/Digital Media work for the last 3 (Three) financial years – · Average Annual Turnover equivalent to INR 5 Crore or more	We request DoT to give some relaxation in this clause and amend this clause as below: 1. The bidder, or incase of a consortium the lead bidder must have attained following revenues from Content Creation and Social/Digital Media work for the last 3 (Three) financial years – · <b>Average Annual Turnover equivalent to INR 3 Crore or more</b>	As per RFP

3		2.29. Technical Experience/T Q1 to TQ 4	24-27	Technical	In case of ongoing project, the work order should not have been issued after 31 March 2020.	We request DoT to kindly delete this restrictive clauses unless project is meeting the RFP criteria.	As per RFP
4		2.29. Technical Experience/T Q3	26	Technical	The bidder, or incase of a consortium, consortium members together must have experience in Media Planning, Branding services undertaken for Central Government / PSUs / State Government /Tourism/ Travel/Hospitality industries/Culture/Entertainment/sports	We request DoT to give some relaxation in this clause and amend this clause as below: The bidder, or incase of a consortium, consortium members together must have experience in Media Planning <b>and/or</b> Branding services undertaken for Central Government / PSUs / State Government /Tourism/ Travel/Hospitality industries/Culture/Entertainment/sports	As Per RFP
5		2.29. Technical Experience/T Q4	26	Technical	The bidder, or in case of a consortium, consortium members together must have experience in Media Planning, Branding, Content Creation and Social/Digital Media management for any Government Authority, in India, in the Tourism / travel / Hospitality sector such as Ministry of Tourism (GOI), Any State Tourism Board / Tourism Corporation / Tourism Department Hospitality industries /Culture/Entertainment/sports	We request DoT to give some relaxation in this clause and amend this clause as below: The bidder, or in case of a consortium, consortium members together must have experience in <b><u>Media Planning, Content Creation and Social/Digital Media management</u></b> for any Government Authority, in India, in the Tourism / travel / Hospitality sector such as Ministry of Tourism (GOI), Any State Tourism Board / Tourism Corporation / Tourism Department Hospitality industries /Culture/Entertainment/sports	As Per RFP

6		2.29. Technical Experience/T Q6	27	Technical	The bidder, or incase of a consortium, any member of consortium must have received National / International level award/s for Work in Branding, Media Planning / Campaigns, Content Creation, Digital/Social Media Management from reputed organization/s	Evaluation method of this tender is based on QCBS method and weightage given for this criteria is very high considering possibility of bidders who has such kind of credentials. Hence, we request DoT to kindly remove this requirement.	Refer Annexure -B
7		2.29. Technical Experience/T Q6	27	Technical	The bidder, or incase of a consortium, any member of consortium must have received National / International level award/s for Work in Branding, Media Planning / Campaigns, Content Creation, Digital/Social Media Management from reputed organization/s	Whether award received by department for whom project is delivered will be qualified under this clause. Please confirm.	As Per RFP
8	Alaknanada Advertising Pvt.Ltd.			Financial	POINT FOR CLARIFICATION: EMD @ 3 LAC	WE ARE A MSME REGISTERED ENTITY AND WOULD LIKE TO KNOW IF WE CAN CLAIM EXEMPTION ON THE EMD AS PER THE MSME NORMS PERTAINING TO EMD EXEMPTION.	As per Industries , Energy and Labour Department , Govt. of Maharashtra GR. Dated 01.12.2016 Anxxure No. 8 Caluse 1 for Exemption for EMD and Tender Document Fees.
9	Goldmine Advertising Ltd.	2.12	17	Financial	Earnest Money Deposit (EMD) Bidders shall submit, EMD of Rs. 3,00,000 (Rupees Three Lakhs only) through Online e-Tendering Payment Gateway mode only.	Can we submit the EMD in the form of Bank Guarantee? And Is there any MSME exemption towards EMD payment? Please Confirm.	Refer Sr.No.8

10		PQ 3	22	Financial	Financial Capacity Copy of the audited Balance Sheet and Profit & Loss Statement of the company for the last 3 (Three) financial years	This is to bring to your kind notice that the Balance Sheet (Financial Statement) for FY 2019-20 has not been audited yet and is currently under process. As per Govt. guidelines, it will be finalised by 31st December 2020 and accordingly on finalisation, we will be able to submit the audited turnover certificate for FY 2019-20 to your good office. Can we submit the Unaudited Balance Sheet for FY 19-20? Please Confirm.	The Bider should submit Unaudited Statement duly Signed by Chatarted Account along with bid and should submit Audited Statement within 15 days from 31st December 2020.
11		TQ7	27	General	Presentation Approach and Methodology of the Applicant (evaluated through presentation by the Applicant)	Is it mandatory to submit the Presentation along with Technical Bid Online? Please Confirm	As Per RFP
12		Annexure V & VI	88 to 90	General	Annexure V - Declaration of Data Security Annexure VI - Agreement Format	This document to submit after award of work and not along with Technical Bid? Please Clarify.	As Per RFP
13	Maxposure Media Group (India) Pvt. Ltd.	2.12	17	Financial	Earnest Money Deposit (EMD)	We are an Udyog Adhaar MSME listed company. Will there be an exemption of paying the EMD & Tender Fee for a MSME?	Refer Sr.No.8



14		PQ 3	21	Financial	Average Annual Turnover equivalent to INR 5 Crore or more	The bidder requests that the minimum cumulative turnover of Rs 5 crore is quite less to find a reputable and financially stable Agency for performing all the specialized and dedicated Branding, Social Media and Communications activities for this kind of scope of work. As an experienced firm, the suggestion for the Department would be to keep it at least INR 10 Crore as minimum cumulative turnover eligibility for any Agency to participate for quality and impactful driven performance for the department and for the stability of the project. As the bidder is expected to market Maharashtra at a National and International level, we feel this criteria should be re-looked at.	As RFP
15		PQ 5	21	Technical	Experience and Page 23 Technical Experience, TQ1: The bidder, or in case of a consortium, consortium members together must have experience in Media Planning, Branding services undertaken for Central Government / PSUs / State Government / Tourism/ Travel/Hospitality industries/Culture/Entertainment/sports in Branding, Media Planning And/or Creative content creation And/or Social/Digital Media management, in the last 3 years	Can the bidder also show private clients from other segments like Retail, Luxury, Salons & Spa, Automobile, etc, who are extremely aggressive on social media platforms. We will also request if International clients in various genres can be added as the bidder is expected to market Maharashtra tourism at a national and international level as per the scope of the work.	As Per RFP

16	PQ 5	21	Financial	3 projects each of atleast INR 10 Lacs, or 2 projects each of atleast INR 15 Lacs	Seeing the scope of the project and the specific requirements of DOT, we feel the project size requirement to judge an experience of the bidder to be able to handle the project should be atleast over 1 Crore for a project	As Per RFP
17	TQ 3	25	Technical	The bidder, or incase of a consortium, consortium members together must have experience in Media Planning, Branding services undertaken for Central Government / PSUs / State Government /Tourism/Travel/ Hospitality industries/Culture/Entertainment/sports Marks Assigned: 2 projects 5 3-4 projects 7 5or more projects 10	There are no marks mentioned for 1 Project. TQ4 has marks mentioned for 1 client also. So why not for TQ3?	
18	TQ 5	26	General	Credentials and qualifications of team identified to service the account of DOT as provided in Section 8.1	We will be showcasing the profiles and experiences of our current team set up. We don't have all the said category of people in our Mumbai office at the time of submission of the bid. Can we share a declaration that we will hire the resources required by DOT if we are awarded the tender? We usually hire local talent other than the core team as per the project requirement of any tender	As Per RFP

19		2.25, PQ4	22	Financial	The bidder, or in case of a consortium the lead bidder must have been in operation for a minimum period of 5 years, as on 1st April 2020, undertaking Media Planning, Branding, Content Creation and Social/Digital Media management. Preferably in the areas of Tourism, Travel, and/or Hospitality Industry/ Culture / Entertainment/sports.	We would request that this clause be relaxed to allow any of the members of the consortium to meet the criteria of having been in operation for 5 years as on 1st April 2020.	
20	YAAP Digital Private Limited	2.13 and 2.18	Both on page 18	General	Clause 2.13: Authentication of BidPoint 1: The original copy (hard copy) of the Bid Document shall be signed, stamped and submitted along with the bid. Authorized person of the bidder who signs the bid shall obtain the authority letter from the bidder, which shall be submitted with the Bid. All pages of the bid and its annexures, etc. shall be signed and stamped by the person or persons signing the bid. Clause 2.18: Submission of Bids Complete bidding process will be online (e-Tendering) in two envelope system.	Please clarify if the submission is online only or offline as well. In case, the submission is to be made offline as well, please specify what would be the date and time for the same.	Bidder Should Submit Hard Copy of bid Documents within 48 Hours after Submission Date
21		2.25	23	Financial	The bidder or in case of a consortium the lead bidder should submit Earnest Money Deposit / Bid Security as specified in this RFP Document.	Please clarify if MSMEs are exempted from submitting EMD and tender fees	Refer Sr.No.8
22	stark communications pvt ltd	2.25. Pre-Qualification Criteria PQ2 Presence	21	General	The bidder, or in case of a consortium the lead bidder should have a fully functioning office in Mumbai	At present, we do not have an office in Mumbai. So, can a provision be made that a bidder who doesn't have office here, can set up an office in Mumbai within 30 working days if selected	Refer Sr.No.1

23		2.29. Technical Experience  TQ6	26	Technical	The bidder, or incase of a consortium, any member of consortium must have received National / International level award/s for Work in Branding, Media Planning / Campaigns, Content Creation, Digital/Social Media Management from reputed organization/s	It says Award Certificate/s in the name of the bidding agency. 1) Few national/ intl awards give the award in the client's name for which work is done. 2) Many of these awards come with only a trophy/ plaque. Certificates may not be issued. So, how can such awards be submitted. Can we give a self-declaration on our letterhead listing all the awards and other proofs like emails, photo of the trophy or website screenshots etc	Refer Annurxure -B
24		3.3.3. Scope of Work for Media Planning	37	Financial	The Agency shall be responsible for the conceptualisation, creation, development and implementation of Information, Education and Communication (IEC): Conceptualize and develop Information, Education and Communication (IEC) materials for Radio, TV, Print, Digital etc. mediums in different formats like spots/ jingles, Cinema ads, short films/documentaries, training films, interactive shows, audio visual material in any other formats as per requirement.	Billing Execution of Maharashtra Tourism content like print ads, radio, TVC etc across different mediums will have 3rd party costs like newspaper, TV Channels, OOH, digital etc So before any campaign, should the agency submit an estimate with the rates/ other details etc. Post approval, the same can be launched. So how do we go ahead on this. Many of the Print/ Radio/ TV will be having DAVP rates however there are publications/ channels/ OOH that doesn't have DAVP rates (both national/ international). So how do we go ahead on this.	As Per RFP. The successful bidder is expected to submit Estimate at the time of Submission

25		3.3.4. Scope of work for Creative Content	39	Technical	9. Making creatives, artwork include designing layout, copy writing etc. for various fields such as:	<p>Creative/ Artwork Charges Is there a provision/ or a set rate for getting charges for: print ads, radio, TVCs etc stall design/ artwork translation into other languages 3rd Party Charges Campaigns across mediums like print, TVC, radio, digital etc will involve costs like photography, studio, post production, cast/ crew, travel, etc. So before any campaign, should the agency submit an estimate with the rates/ other details etc. Post approval, the same can be launched. So how do we go ahead on this.</p>	As Per RFP
26		20. Photography & Videography	40	Technical		It says we need to have a full-fledged photographer/ videographer at client site How will his travel, stay, pass to various events/ fairs/ festivals etc be managed. Will DoT reimburse the money spent or is there a set rate/ DA etc	As Per RFP
27		3.3.5. Scope of work for Digital Media Management	40	Technical		RFP says we need to do photoshoot, videos, 3600 images, videos etc. All these require professionals/ specialist equipment's etc. So before any campaign, should the agency submit an estimate with the rates/ other details etc. Post approval, the same can be launched. So how do we go ahead on this.	As Per RFP. The bidder is Expected include in the financial Proposal.

28		Key Influencer/Blogger Programme	42	Financial	Planning and Executing “Key Influencer Programs” on Social Media platforms.	Such activities involve mostly paid campaigns including hiring of such influencers. So before any campaign, should the agency submit an estimate with the rates/ other details etc. Post approval, the same can be launched. So how do we go ahead on this.	As Per RFP. Retainership deliverables as mentioned in section 3.4 shall be included in Financial Proposal.
29		Team Composition	81	Technical	The SUCCESSFUL BIDDER must deploy the following four (4) resources (one resource from each resource category) full time at the DOT office for regular coordination and communication	The RFP says that 4 resources must be deployed exclusively for DoT namely i. Digital Media Expert ii. Design & Creative Expert iii. Content Developer / Coordinator iv. Analyst All the above are specialist positions and are mostly creative in nature. It may be difficult for a creative person to sit in DoT as he will need to be with his copy partner, creative director, other team members etc wherein he can do designing work more effectively. Moreover, setting up of the machines/ system for use in designing in DoT also be a factor here. Instead can we have 1 coordinator who can be the touch point for DoT who will be stationed at the client’s office. So can this clause be relaxed.	Please refer Corrigendum No. 1

30	Crayons Advertising Pvt. Ltd.	2.3 Cost of RFP	14	Financial	Cost of RFP Rs. 10000/-	We request you to consider exemption of Cost of RFP for MSME registered agencies having Valid Udyog Aadhar Certificate issued by Ministry of MSME, Govt. of India	Refer Sr.No. 8
31		2.12 EMD	16	Financial	Bidders shall submit, EMD of Rs. 3,00,000 (Rupees Three Lakhs only) through Online e-Tendering Payment Gateway mode only	We request you to consider exemption of EMD for MSME registered agencies having Valid Udyog Aadhar Certificate issued by Ministry of MSME, Govt. of India	Refer Sr.No.8
32		2.29 Technical Experience	26	General	TQ7: Approach and Methodology of the Applicant	Do we need to submit Presentation along with Bid Document or at the time technical Presentation?	As Per RFP. DOT Shall be intimated to qualifying Bidders for presentation.
33		2.36 Payment Terms	31	Financial	Payment Terms	We understand that payment will be done at Monthly Basis, Please clarify	As Per RFP
34		3.4. Minimum Milestone Achievement Schedule(Retainership Deliverables)	56	Technical	Media buying support	Please clarify that Media release is part of Scope of the agency?	As Per REP
35		2.36 Payment Terms	31	Financial	No separate cost would be allowed for travel undertaken for interaction with Department / Directorate officials or travels undertaken for various activities included in the Scope of Work	What is the reimbursement policy for Cost of travelling and stay of team members visiting outside Mumbai for event coverage and any for any other purpose?	It will be borne by DOT Subject to prior approval & Submission of Receipt as per Govt.Norms.

36	Rajkarne Media Waves Pvt Ltd	2.12	16	Financial	EMD submission	General Financial Rules 2017 published by Government of India has mentioned that the MSME registered companies are entitled to the exemption of EMD amount in the procurement process. Adhering to the rule RMWPL seeks the exemption in EMD amount for this RFP.	Please refer Sr.No.8
37	<b>Span Communications</b>	PQ1			<p>Legal Entity The bidder, or, incase of a consortium all members of the consortium must be an independent legal entity incorporated / registered in India such as partnership firm under The Partnership Act 1932, limited liability partnership (LLP) under LLP Act 2008, private limited company registered under Companies act 1956 or 2013, public limited company registered under Companies act 1956 or 2013, Government-owned Companies. Certificate of Incorporation / Registration / Partnership deed.</p>	<p>Please note that in India, the firms operate under various legal entities – Proprietorship, partnership (registered under Indian Partnership Act 1932), LLP (Indian partnership Act 2008), Indian Companies Act 1956, Pvt. Ltd. etc. It is requested to allow agencies with any type of legal entity to apply. Further, please note that Proprietorship and partnership firms are not registered with registrar of companies, hence they cannot provide certificate from the registrar of companies / incorporation certificate. Though certificate from Chartered Accountant can be provided. It is requested to kindly allow to submit the same.</p>	As Per RFP



38		PQ3	21		<p>Financial Capacity</p> <p>1. The bidder, or incase of a consortium the lead bidder must have attained following revenues from Content Creation and Social/Digital Media work for the last 3 (Three) financial years –</p> <ul style="list-style-type: none"> <li>• Average Annual Turnover equivalent to INR 5 Crore or more</li> </ul> <p>2. The bidder, or incase of a consortium the lead bidder should also have a positive net worth for the last 3 (Three) financial years.</p> <ul style="list-style-type: none"> <li>• Copy of the audited Balance Sheet and Profit &amp; Loss Statement of the company for the last 3 (Three) financial years Certificate from the Statutory Auditor / Chartered Accountant clearly stating the average annual turnover, and net worth, in the format provided in Section 4.3</li> </ul>	<p>This is to bring to your kind notice that the Balance Sheet (Financial Statement) for FY 2019-20 has not been audited yet and is currently under process. As per Govt. guidelines, it will be finalised by 31st December 2020 and accordingly on finalisation, we will be able to submit the audited turnover certificate for FY 2019-20 to your good office.</p> <p>In view of above, we request you to kindly allow the agencies to submit audited financial Statements for following 3 financial years i.e. 2016-17, 2017-18, 2018-19</p>	Refer Sr.No. 10
39		PQ4	21	Financial	<p>ExistenceThe bidder, or in case of a consortium the lead bidder must have been in operationfor a minimum period of 5 years, as on 1st April 2020, undertaking Media Planning, Branding, Content Creation and Social/Digital Media management. Preferably in the areas of Tourism, Travel,and/or Hospitality Industry/ Culture / Entertainment/sportsA letter in the format provided in Section 4.4, signed by the Authorized Signatory of the Bidder and certified by the Statutory Auditor.</p>	<p>Please note that proprietorship / partnership firms may not have statutory auditors. Their balance sheets are finalised by Chartered Accountants. In view of same, you are requested to kindly allow agencies to submit certificate from their chartered AccountantPlease amend the clause like A letter in the format provided in Section 4.4, signed by the Authorized Signatory of the Bidder and certified by the Statutory Auditor/Chartered Accountant.</p>	Refer Annurxure -B

40		PQ5	21		<p>Experience The bidder, or incase of a consortium any member of the consortium must have completed/or have in progress, projects for Central Government or PSU or State Government or Tourism / Travel / Hospitality industry/ Culture / Entertainment/sports in Branding, Media Planning And/or Creative content creation And/or Social/Digital Media management, in the last 3 years:</p> <ul style="list-style-type: none"> <li>• 3 projects each of atleast INR 10 Lacs, or</li> <li>• 2 projects each of atleast INR 15 Lacs</li> </ul> <p>Note:</p> <ul style="list-style-type: none"> <li>• Copy of Work Order and Client certificate signed by a competent authority should clearly mention the scope and project value.</li> </ul>	<p>Due to Covid-19 Pandemic, many clients are working partially / with limited capacity. Hence, they may not be able to issue completion certificate / confirm about the same. If we are not able to get completion certificates from clients and in order to provide proof, we request you to kindly allow us to submit CA certificate along with copy of Work Order.</p>	
41		TQ1, TQ2, TQ3, TQ4	23-24-25		<p>Copy of Work Order and Client certificate signed by a competent authority should clearly mention the scope and project value.</p>	<p>Due to Covid-19 Pandemic, many clients are working partially / with limited capacity. Hence, they may not be able to issue completion certificate / confirm about the same. If we are not able to get completion certificates from clients and in order to provide proof, we request you to kindly allow us to submit CA certificate along with copy of Work Order.</p>	<p>As Per RFP As Per RFP</p>

42	TQ5	26	Technical	<p>Credentials and qualifications of team identified to service the account of DOT as provided in Section 8.1</p>	<p>1.Team Leader - 012.Digital Media - 023.Design &amp; Creative Expert - 024.Content Developer - 025.Analyst - 02Please confirm as to how many CVs are to be submitted. Requirement in numbers as per Section 8.1 is 09 nos. Does that mean we need to submit 09 nos. cvs or only CVs of 4 people who are supposed to be based onsite.Also, please note that advertising executives come under professional category and may of the staff members for their tax requirements choose to work on consultancy fees, hence their name does not appear on the pay rolls/PF lists. In view of this, we request you to kindly amend this requirement as well.Close coordination will be required between main team (situated offsite) and design expert, digital media expert, content developer. So, to ensure smooth functioning, it is requested to only depute Team leader onsite. Rest of the team members can operate from agency's office.</p>	<p>As Per REP. The Bidder Shall Submit all the CVS for all profiles for No. of resoures mention in section 8.1. Please refer Corrigendum No. 1.</p>
43	TQ7	27	General	<p>Approach and Methodology of the Applicant (evaluated through presentation by the Applicant)</p>	<p>Do we need to submit presentation along with the technical bid or only qualified agencies will be asked to make the presentation?</p>	<p>As Per RFP</p>

44		4.3.	62	Financial	4.3. Format to share Financial Details (To be submitted duly signed by Statutory Auditor of the bidder on its letter head)	Please note that proprietorship / partnership firms may not have statutory auditors. Their balance sheets are finalised by Chartered Accountants. In view of same, you are requested to kindly allow agencies to submit certificate from their chartered Accountant Please amend the clause like A letter in the format provided in Section 4.4, signed by the Authorized Signatory of the Bidder and certified by the Statutory Auditor/Chartered Accountant.	Please refer Corrigendum No. 1
45		4.4	62		4.4. Format to share Bidder's Firms ParticularsThe Table below provides the format in which general information about the bidder must be furnished duly signed by the Authorized Signatory of the bidder and certified by the Statutory Auditor	Please note that proprietorship / partnership firms may not have statutory auditors you are requested to kindly allow agencies to submit certificate from their chartered AccountantPlease amend the clause like the format in which general information about the bidder must be furnished duly signed by the Authorized Signatory of the bidder and certified by the Statutory Auditor/Chartered Accountant	Please refer Corrigendum No. 1

46	5.2	65		<p>CERTIFICATE AS TO AUTHORISED SIGNATORIES</p> <p>I _____, the Company Secretary of _____, certify that _____ who signed the above Bid is authorized to do so and bind the company by authority of its board/ governing body.</p>	<p>We will be submitting Power of Attorney as per page no. 86 10. Annexure IV - Power of Attorney</p> <p>Also, proprietorship firms / partnership firms do not have company secretaries. So, we request you to please delete this clause or allow to submit certificate from Chartered Accountant/Company Secretary</p>	<p>Please refer Corrigendum No. 1</p>
47	9. Annexure III	84	General	9. Annexure III - Non-Disclosure Agreement	<p>Do we need to upload NDA along with Technical Bid? Please confirm</p>	As Per RFP
48	11. Annexure V	87	General	11. Annexure V - Declaration of Data Security	<p>DO we need to upload this form along with Technical Bid? Please confirm</p>	As Per RFP
49	iv	54	Technical	<p>creatives for website, social media posts/videos/TVCs</p>	<p>We request you to kindly quantify all the deliverables like it has been done in case of social media.</p> <p>For eg. Pls provide quantities of print ads, videos, TVCs with duration, radio spots with duration etc.</p> <p>Also, do we need to quote rates for Production of TVCs and radio spots. If yes, kindly note that the costs depend on lot of factors like concept, number of locations to be shot, celebrity involvement etc. We request you to please define parameters of costing for this.</p>	As Per RFP

50		3.1	51 to 57	General	Minimum Milestone Achievement Schedule (Retainership Deliverables) The Agency shall adhere to the following milestones at the minimum as per the scope of work as a part of their engagement retainership:	As we understand, project is for 03 years. So, do we quote cost for 3 years?	As Per RFP. The bidder is expected quote the cost for the tenure of the Engagement.
51				General	Bid Due Date - 16.12.2020 by 01:00 PM	Due to the pandemic, we are unable to operate our office to full capacity. In view of above, we humbly request you to please extend the due date of tender submission by a few days from due date.	As Per RFP. The bidder is expected to include in the financial Proposal.
52	Maxposure Media Group (India) Pvt. Ltd.	TQ7	26 & 27	Technical	Approach and Methodology of the Applicant (evaluated through presentation by the Applicant)	Do we have to submit the presentation along with the technical submission or at the time of the technical presentation at a later stage?	Please Refer Sr.No.11
53				General	General Query	What is the estimated project value of this RFP for 3 years?	bidder is expected to quote as per Scope of Work
54		2.3	28		Instructions on Resources	We will be showcasing the profiles and experiences of our current team set up. We don't have all the said category of people in our Mumbai office at the time of submission of the bid. Can we share a declaration that we will hire the resources required by DOT if we are awarded the tender? We usually hire local talent other than the core team as per the project requirement of any tender when we win the bid just like we did for Uttarakhand Tourism Department Board. We	As Per RFP

					will be doing the same for Maharashtra Tourism if we win this project. Please advise?	
55	2.33	30	General	Award of Contract	When is the expected start of the contract month?	As per Completion of this tender Process & and Issuing of Work order to Sucesful Bidder
56	Point 8	38		Create multilingual and easy to grasp creatives.	<p>1. Can Maharashtra Tourism specify the exact number of languages (domestic and international) the content has to be translated into and the number of words the agency is expected to translate per year? We will need an approximate number for calculating the financials.</p> <p>2. Also, if human translation is required or machine/AI translation will work?</p>	As Per RFP

57	Point 3	42	Technical	The Influencer programs will aim at engaging 50 influencers in the mid and higher segment in the travel and tourism industry; besides complementary endorsements by atleast 100 micro-influencers in the travel and tourism industry	Are these 50 influencers to be covered per year, or over the duration of the full contract? Please clarify.	As Per RFP
58	Point d	46	Technical	Youtube:Uploading of Videos / Short Clippings on official YouTube channel of Maharashtra Tourism for different tourist places, events, fairs & festivals or Maharashtra Tourism based themes provided by Tourism Department on YouTube channel. Creation and Uploading of 2 new videos every month apart from the material that exists already with DOT. The videos should be in HD Quality of at least 30 Seconds and going upto 5 minutes (based on the content to be showcased, and in discussion with DOT).Minimum 30 Post per month wherein on an average 1 Post per day includinginfluencer videos or shared videos.	Please clarify on the number of videos to be created per month? Our understanding is that we need to create 2 videos each month and post other 30 videos that can be procured from third party vendors?	As Per RFP
59	Point h	47	Technical	Vimeo: Uploading of Videos / Short Clippings on official YouTube channel of Maharashtra Tourism for different tourist places, events, fairs & festivals or Maharashtra Tourism based themes provided by Tourism Department.	Will these videos be same as the Youtube or will need to be created separately for Vimeo?	Same content use for video but Customized accordily needs of the Vimeo.
60	Point 16 (vii)	49	Technical	Identify technical issues in the website and immediately coordinate the back end technical team as appointed by DoT to solve the issue in a swift manner	Does the agency need to depute Technical Resources for Maharashtra Tourism for the project for the website or is the requirement only for a content	As per RFP . Please refer courrigendum



					team to suggest and update content?	
61	Point 17 (i)	49	General	Live Event(s)/Fairs & Festivals Coverage/Webcasting	1. How many events will the agency need to cover per year? 2. Does the Maharashtra Tourism have an existing list of events it can share?	As Per RFP
62	Ii & iii	53	Technical	(ii) Content Creation and Copywriting (in Indian Language) (This includes (but not restricted to) content creation for website, mobile app, print, outdoors, television, digital / social media etc. (iii) Content Creation and Copywriting (in International Language other than English) (This includes (but not restricted to) content creation for website, mobile app, print, outdoors, television, digital / social media etc.)	Can you clarify the number of languages (Indian and International) to be covered in both? Will this be human translation or machine/AI translation?	As Per RFP
63	V	54	Technical	Digital Media Content: 2. Digital video (duration of up to 3 minutes with multiple versions of the same video)	1. Can you please define the different versions here? Will it in different videos in terms of languages, time frame, or different shots? 2. How many videos are expected by the agency to create per year?	As Per RFP
64	VII	54	Technical	Event(s)/Fairs & Festivals: Agency shall be responsible for creative content creation for the following events/ fairs/ festivals that DOT organizes or participates in on an annual basis	Will the team have to travel for such fairs? Who will pay for the travel of the team covering these events/roadshows outside India and outside Maharashtra?	Please refer Sr.No. 35

65	6.2.2, E	74	Financial	4. Translation to International Languages (for e.g. Mandarin, French, German, Italian, Spanish, Russian Japanese etc.) 5. Translation to Indian Languages	Cost of translation for every language is different from the other (eg: Hindi is different from Marathi or Malayalam and Mandarin is different from Japanese, French or German). Can we give per word rate as per language, Both for domestic & international?	As Per RFP
66	Annexure II	81	General	Team Composition	Where will be these team resources' be stationed at and who will bear the expenses of rent, other peripheral requirements like electricity, telephone line, etc.?	As Per RFP, Please refer section 8.1
67	BOQ, Clause B		Financial	Column BB: Total Amount with taxes	While filling out the BOQ, the total amount with tax is not reflecting correctly. For example, If we fill our service cost against the provided fields in the BOQ, the amount under the column BB, should reflect the automatic 'Total Amount with Tax' against each service. However that's not happening in this BOQ.	Column M (Cost per Unit per month) should be filled by bidder and column N should be filled with calculated amount as per Applicable Taxes
68	BOQ, Clause B, 2.02 – 2.05		Financial	Costs pertaining to Remuneration for staff	As per the clause 8, Annexure II, there is a requirement of two resources in Digital Media Expert, Design & Creative Expert, Content Developer/ Coordinator & Analyst. Please clarify, that in the BOQ, do we need to give cost of one resource for each category, or two resources as per the scope of the project?	As Per RFP