

Sr. No	Section	Conditions of the Tender	Clarifications sought /Request from the Agency	Clarification
1	Scope of Work Page 4 Bullet Point 3.	Implement online advertisements strategy on online websites, Google Ad words AD other important sites where business community (International/ nationally) visits. Buying of digital media/ advertising in synchronization with the online campaign is not the part of this tender document but can have to undertake it upon invitation from iNDEXTb.	Does the cost/fees for online social media and digital ADs need to be factored or included in the Financial Bid to be submitted? If yes, what is the tentative Quantity of ADs required, the duration for the same and the nature of ADs required	Buying of digital media/ advertising in synchronization with the online campaign is not the part of this tender document. However if required agency will be asked to submit proposal for the same.
2	Scope of Work Page 4 Bullet Point 4	Develop online strategy and action plan for iNDEXTb and Vibrant Gujarat 2019 to reach the targeted audience in India and abroad. The strategy will include, media planning schedule using online channels, online platforms, search engine optimization, free/paid portal ads, blogs, communication calendar, KPIs and targets, etc.	Does the media planning and buying cost need to be included in the financial bid? If yes, iNDEXTb to provide tentative budget for Paid media Budget could be monthly or for the duration of the project	Buying of digital media/ advertising in synchronization with the online campaign is not the part of this tender document. However if required agency will be asked to submit proposal for the same.
3	Scope of Work Page 4 Bullet Point 7	Multimedia communication plans: Draft online communication campaign plans, covering a comprehensive use of a multitude of media such as video, audio, photographs, illustrations and interactive content, and produce the required output.	iNDEXTb to kindly quantify the tentative number of videos required for the duration of the project. iNDEXTb to specify if professional photography would be required for the project and if Agency has to engage photographers for the same Or if iNDEXTb would provide the data bank of photographs	looking at the size and scale of the event agency may propose. iNDEXTb will provide data bank subject to availability. However agency will have to arrange their own photographer
4	Scope of Work Page 4 Bullet Point 8	Online Integration Platform: the agency should manage online integration platform for its various platforms where the entire online presence of Vibrant Gujarat 2019 could be enhanced.	iNDEXTb to kindly elaborate on the same iNDEXTb to kindly clarify if development of a customized dashboard or online management tool is required o If yes, development time and cost needs to be considered for the same	Agency may develop customized dashboard, However consolidated reporting is must. The agency should be equipped to provide a strong reporting structure along with measurement tools to evaluate the impact of the activity. Such reports will be submitted by the agency at the end of every month of activity. Financial proposal should be inclusive of this cost.
5	Scope of Work Page 5 Bullet Point 9	Agency/company should continuously invite, post, and report various events on Vibrant Gujarat pages/blogs. Agency should support multiple languages, such as, English, Hindi, Gujarat, German, Japanese (active or user initiated) and other international languages	iNDEXTb to clarify tentative number of foreign and Indian languages for content translation Translation of multiple languages is an additional cost an Agency would need to consider whilst submitting financial proposal	Financial proposal should be inclusive of this cost.
6	Scope of Work Page 5 Bullet Point 12 & 13	Informative and promotional postings on regular interval, which could be daily or otherwise. This includes creating, uploading of pictures, videos, comments, stories, articles, etc. based on the input received from officials of iNDEXTb. Motion pictures/animation clips to be developed and posted on online platform whenever required.	iNDEXTb to clarify the tentative number of video's (Multimedia & Animated) that would be required iNDEXTb to clarify if stock footage would be provided iNDEXTb to clarify if any videography (indoors/outdoors) has to be undertaken by the Agency	looking at the size and scale of the event agency may propose. iNDEXTb will provide data bank subject to availability. However agency will have to arrange their own videographer. Financial proposal should be inclusive of this cost.
7	Scope of Work Page 5 Bullet Point 14	Comments/Feedback handling is an important part of the scope of work. Comments positive/negative should be carefully handled on the online and prompt reply either by mail, phone, etc. has to be provided instantly in consultation with officials of iNDEXTb.	iNDEXTb to kindly clarify if Social Media Agency is expected to make calls or receive the same to solve queries and comments posted on social media? o If yes, iNDEXTb to kindly clarify the number of manpower required for the same, the number of working hours, languages to be spoken by the team	No, Agency is required to direct queries to the concerned department of iNDEXTb and do action based on reply.

8	Qualification Criteria, Experience, Point 2, page 12	The company should have the domain expertise of online engagement & marketing and also should have at least 3 online projects in Government departments / boards With Gujarat or any other Central / State Government in last 3 financial years (2015-16, 2016-17, 2017-18). Out of 3 projects executed with Government of Gujarat, at least 1 online assignment should be valuing Rs. 30 Lakhs or above or at least 2 projects of Rs. 18.00 lakh each in single financial year.	Having experience of at least 3 Government of Gujarat projects; this criteria will not allow any good experienced agency to participate, request you to remove this.	The company should have the domain expertise of online engagement & marketing and also should have at least 3 online projects in Government departments / boards With Gujarat or any other Central / State Government in last 3 financial years (2015-16, 2016-17, 2017-18). Out of 3 projects executed at least 1 online assignment should be valuing Rs. 30 Lakhs or above or at least 2 projects of Rs. 18.00 lakh each in single financial year.
9	Team engagement/P age No. 7	Two Online Specialists dedicated for this work shall be stationed at iNDEXTb office during the tenure of engagement. The shared resources to be made available on full time basis from getting Lol to the end of event as decided by the competent authority (tentative February, 2019).	The clause is very ambiguous. As per project team requirement only 2 Dedicated "Online Specialist" has to be deployed onsite at the iNDEXTb office dedicatedly during the project tenure. Although, second part of the clause states that "Shared resource" should also be required on full time basis from getting Lol to the end of event. As per our understanding 2 full time dedicated resources have to be deployed at iNDEXTb office and other shared resources will work offsite for the project during the project tenure. Please confirm our understanding.	Two online specialists dedicated for this work shall be stationed at iNDEXTb other shared resources may work offsite
10	Team engagement/P age No. 7	Time for deployment of onsite resources	Request you to please confirm that how much time will be provided for the deployment of onsite resources from the date of issuance of LOI.	At the earliest from getting Lol(within 10 calendar days)
11	Qualification Criteria/Page No. 12	Copy of audited balance sheet (including Profit and Loss Statement) for last 3 financial years clearly indicating th6 revenue from relevant applicable activities and attested by qualified chartered accountant should be attached along with the copies supporting work orders.	We request iNDEXTb to allow bidder to submit CA certificate confirming provisional turnover along with provisional balance sheet and P&L account for FY 2017-18.	CA certificate confirming provisional turnover along with provisional balance sheet and P&L account for FY 2017-18 will be allowed.
12	IV. Qualification Criteria/Page No. 12	Copy of audited balance sheet (including Profit and Loss Statement) for last 3 financial years clearly indicating the revenue from relevant applicable activities and attested by qualified chartered accountant should be attached along with the copies supporting work orders.	We request iNDEXTb to remove requirement of submitting supporting work orders to claim the turnover. Since, CA certificate confirming turnover from said activity along with audited balance sheet can also confirm the turnover of the bidder and suffice the requirement.	CA certificate confirming turnover from said activity along with audited balance sheet will be allowed
13	Proposal Evaluation/Pa ge No.16	Past work done of Online activities for other clients including earlier damage control activities carried out	The evaluation parameter is very open ended. We request iNDEXTb to define evaluation parameter like "number of projects" which will be used to allot the marking.	No change