



Clarification against RFP No. Elec-2018/ACT-4227 dated 03.07.2018 for CREATIVE content development and Social Media Management for Systematic Voters' Education and Electoral Participation (SVEEP), Department of Elections, Punjab


Sr. No.	RFP Clause	Query raised by Bidder	Department Response
1	<p>3.4 Eligibility Criteria (EC) (Page 11)</p> <p>Clause e.</p> <p><i>Bidder to submit valid ISO certificate with upto date amendments.</i></p>	<p>Query Raised By : Anji Gupta Frames Twentyfour Communications Pvt. Ltd. A10A Green Park, Lower Ground Floor, New Delhi - 110016 Ph. 011-26852282</p> <p>E) "Bidders to submit valid ISO certificate with up to date amendments" –</p> <p>Is it mandatory to submit ISO or is it optional.</p>	<p>As per RFP</p>
2	<p>6.1 Penalty Clause</p> <p>a. If the monthly creation numbers are less than 24 creations per month then only payment will be proportional to the number of creatives in addition to a flat penalty of 10% monthly due amount. The company is allowed to cover the shortfall within the subsequent month.</p> <p>b. If there is no substantial fan followers (min. 1,00,000 followers should increase per month on Facebook, Twitter, Youtube etc.</p>	<p>Query Raised By : Malvinder Panaser (Regional Manager) Sakura Solutions Pvt. Ltd. 501 - B, 5th Floor, Jaina Tower - II, District Centre, Janak Puri, New Delhi - 58 Direct No : +91 11 4007 9900, Cell : +91 99100 33876, Email : malvinder@sakuraitd.in, Web : www.sakuraitd.in</p> <p>The things you have demanded here can only be achieved by Paid Media that cost has to be paid by you if you want to get the result amount. I don't think that the department will be paying this much amount for the paid media, as everything is paid in</p>	<p>As per RFP</p>

	<p>happens on Facebook and other platforms then an additional flat 10% amount from the monthly bills shall be deducted</p>	<p>social media, nothing is free</p> <p>1) face Book @ Rs 2 per follower 2) Twitter @ Rs 8 per follower 3) YouTube @ Rs 5 per follower</p>	
3	<p>3.4 Eligibility Criteria (EC) (Page 11) Clause e.</p> <p><i>Bidder to submit valid ISO certificate with upto date amendments.</i></p> <p>Page 11 Clause 3.4g(3)</p> <p>The Bidder should have rendered services to atleast 5 clients in the last three years with the social media management/ Information Technology / IT enabled Services/Telecommunication business /Video Recording Services/Internet for Centre/State Government/PSUs. <i>Please attach relevant project citations mentioning the project title, the value of the contract, the contract duration, the number and brief details of personnel deployed, and project work order / completion certificates.</i></p>	<p>Query Raised By : Rishabh Kaushal Account Executive KATALIST VIEWPAPER PRIVATE LIMITED C3/19, DLF Phase-1, Gurgaon, Haryana-122002</p> <p>The same may be deleted as most digital Marketing Companies do not need this as standard.</p>	<p>As per RFP</p> <p>As per RFP</p>
4	<p>3.4 Eligibility Criteria (EC) (Page 11) Clause e.</p> <p><i>Bidder to submit valid ISO certificate with upto date</i></p>	<p>SANDEEP PUGALIA Crayons Advertising Pvt. Ltd</p> <p>ISO Certification does not applicable on the</p>	<p>As per RFP</p>

	<p>amendments.</p> <p>advertising agencies. So request you to kindly remove this clause from the eligibility criteria, as we have done lots of work for Election Commission, Chandigarh, Delhi, UP etc. So we are very keen to participate in this tender</p>	
<p>5</p> <p>1. Important Points (Page 7)</p> <p>1. Earnest Money Deposit (EMD): Rs.25,000/- (refundable)</p> <p>2. EMD is to be paid by Demand Draft of any Nationalized/Scheduled Bank in favour of "Deputy Chief Electoral Officer, Punjab" and payable at "Chandigarh.</p> <p>3.4 Eligibility Criteria (EC) (Page 11) Clause 3.4g(1)</p> <p>1. The Bidder must have an office in Punjab or Chandigarh.</p>	<p>Nikhil Sharda Sr. Digital Evangelist AdGlobal360 Pvt Ltd</p> <p>1. Any EMD exemption basis MSME certificate? (Udyog Aadhar Attached)</p> <p>2. If there is no physical office in Chandigarh presently, can we setup one within 1 month of the tender contract being awarded?</p>	<p>As per RFP</p> <p>As per RFP</p>


 Sh. Pushminder Singh
 System Manager


 Sh. Arush Kumar Sharma
 Assistant Controller Finance & Accounts


 Sh. Manpreet Singh IAS
 Additional Chief Electoral Officer, Punjab


 Smt. Sunita
 Superintendent (SVEEP)


 Sh. Sukhdev Lal,
 Deputy Chief Electoral Officer, Punjab