

Clarifications on Pre-Bid Queries of Bidders for "Selection of Social Media Agency"

Sr. No.	Reference Clause no.	Bidders Query	RECTPCL response
1	Refer to point 10. (The agency should be able to develop interesting and innovative content, campaigns, in order to have proper communication strategy for various social media platforms to enhance the reach of content in real time basis)	How many post/creative is required to be posted each week /month? Please state number of campaigns and their frequency.	Approx. 60 posts per month are required to be posted, which may also vary for a particular month.
2	Refer to point 11.(The agency shall provide live coverage of event(s) on Social Media, at department's request, on a notice period of at-least 2 days, such that there is at-least 50% of the coverage on the same day itself, remaining (if any) on the day after, across all applicable social media sites as per contract. It is understood that live event coverage of several hours may translate as one or more posts on the social media; with text, snapshot or few minutes video of actual coverage (per post), as opposed to several hours captured in practice. Such event may not exceed 4 Press Releases and one Annual event.)	Please elaborate on what kind of live coverage is REC looking upto and what Location? Who will bear cost of equipments and additional expenses if any? The live coverage will only be available on the social media channels and not on any other web platforms (website).	The raw footage & photograph of the event shall be provided by RECTPCL and the selected agency has to post it suitably after editing the same. In case of local events, agency has to attend the event as per the requirement. Coverage of social media shall be as per Bid Documents.
3	Opening and submission of Bid Document	What is the Last date of filling the online tender as 9th Oct 2016 is a Sunday, Please confirm.	Bidders are requested to refer Corrigendum -1, dated 28.09.2016, (hosted on our website) in this regard. The submission and opening date has been rescheduled as 10 th Oct-2016.

6	Refer to point 17. RFP Clause, Section No. IV, Page no.8 Agency would also be responsible for advertising of RECTPCL's various schemes, acts and related activities on the social media platforms/media publications.	Please clarify for Media Plan requirement according to the campaign should be submitted	Agency shall be responsible for advertising on social media platform as per Bid Document.
7	Section No. C-General Documents/EMD/PBG, Page no.6 RFP Clause EMD of Rs. 25,000	Is there an MSME exemption for the EMD amount?	Shall be governed as per applicable rules.
9	Refer to point 10 Reverse Auction, Section No. IV, Page no.10	Please specify the reasons for the RA.	Bid documents in this regards is amply clear.
10	Refer to point 8 Section No. I, Page no.3	You have mentioned the address for Bid Submission, but the tender is only through e-tendering mode. Please clarify clearly.	Original EMD is required to be submitted to the address mentioned in the Bid Document before the last date & time of submission of Bid.