

**SPORTS AUTHORITY OF INDIA
(KHELO INDIA DIVISION)**

F. No. 140/SAI/Media/2020-21

Dated: 20.11.2020

Sub: Clarifications in response to queries received from prospective bidders during Pre-Bid meeting

SL.NO.	RFP REFERENCE	QUERIES	CLARIFICATIONS
TATTVA CREATIONS PRIVATE LIMITED			
1	Clause No: 9.5 Page No: 12	We are an Udyog AADHAR MSME Registered agency. By submitting the Udyog AADHAR MSME registration certificate, will we get the EMD exemption? Please clarify.	Yes
2	Page No: 38 & 39	Shall we submit this format along with Technical Bid or Financial bid? Please specify	The Technical Bid must not contain any financial bid information. Only BOQ shall contain Financial Information which is to be uploaded separately. Annexure VI and VII are only given for reference purpose and are not required to be submitted along with Technical Bid. Rest all the documents are required to be submitted online.
3	Page No: 40	Shall we submit this format along with Technical Bid or Financial bid? Please specify	
FUEL COMMUNICATIONS AND MARKETING SOLUTIONS			
1	Eligibility Criteria Clause No. 4 Section C, Technical Capacity, Page No 8	As per Policy Circular No. 1(2)(1)/2016-MA dated 10/03/2016, from Ministry of MSME, Govt of India, following eligibility conditions are waived off for Small & Medium Enterprises registered under the Ministry of MSME, Govt of India and Startups registered under Department of Promotion of Industry and Internal Trade, Ministry of Industry & Commerce, Govt of India; 1. Prior Experience requirement 2. Turnover requirement We are registered as a Small Industry under Ministry of MSME and a Startup under DPIIT. Are we exempted from the condition of	All the exemptions allowed by Govt. of India are applicable subject to submission of relevant documentary evidence.

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		having 3 or less work orders of the cumulative value of Rs. 3 crores for prior experience?	
SPAN COMMUNICATIONS			
1	Page No. 08	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 etc. Kindly note that Proprietorship firms/ partnership are not required to be registered with registrar of companies, hence they cannot provide incorporation certificate. Though certificate from Chartered Accountant specifying details of legal status / partnership deed can be provided. Hence, it is requested to kindly allow to submit the same.	Accepted.
2	Page No. 08	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.	In case the statements for FY 2019-20 are not finalised, provisional statements duly certified by Chartered Accountant/Statutory Auditor may be submitted.

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3	Page No. 17	As per Annexure VII: Summary of Costs all the 09 person should be onsite & as per page no. 52 Core Team (offsite) 1. Content Production Expert 2. Communication Expert We request you to please clarify how many persons will be deputed onsite. Also, we request you to please clarify how many CVs are to be submitted along with the technical bid?	As per the Scope of Services in RFP, a minimum of 15 resources are required by SAI. Out of these, 2 resources are supposed to work offsite, whereas remaining shall work onsite. The bidder is required to submit only two CVs of the following resources who are on payroll of the Bidder: 1. Content Production Expert 2. Communication Expert
4	Page No. 52-55	Do we need to submit the presentation along with technical bid?	It is not mandatory to submit concept presentations with the bid on CPP portal, however the same shall be submitted on the day of presentation
5	Page No. 7	Due to the unexpected increase of Corona Virus cases, we are unable to operate our office to full capacity. Due to the unexpected increase of Corona Virus cases, 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 08 to 10 days from due date.	Existing conditions of RFP shall prevail.
MAXPOSURE MEDIA GROUP (INDIA) PVT. LTD.			
1	Page 16, Clause 13.3, Point 1	Will private brands, which have a very aggressive social media/digital/branding strategy be considered to show agency's experience?	Existing conditions of RFP shall prevail.
2	Page 16, Clause 13.3, Point 2	Will projects for Private clients/corporates also be considered here?	Existing conditions of RFP shall prevail.
3	Page 40, Annexure VII	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?	Onsite team will be stationed in SAI Head office/MYAS in Delhi. SAI will provide the working space. SAI will not be responsible for any expenses on rent, other

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			peripheral requirements like electricity, telephone line, etc.
4	Page 46, 1.1	Will this include online as well as an offline branding/brand management?	Yes, please refer to Terms of Reference (Annexure 10) of RFP
5	Page 46, 1.1	Will this include online as well as an offline counsel for advertising? Please clarify	As per Terms of Reference (Annexure 10) of RFP
6	Page 50, Module 2, point 7	Should this be 12 or 16 in unit? As there are 4 brands- (1. Ministry of Youth Affairs & sports 2. SAI 3. Khelo India 4. Fit India)	As indicated in RFP
7	Page 52, Module 4, point 18	Does the bidder need to create a Chatbot on Facebook? Please clarify	As indicated in the RFP, the deliverables are indicative in nature. The bidder is expected to manage the response mechanism for each account.
8	BOQ, Point 2	The key resources in total quantity don't match with what has been mentioned in the RFP. The BOQ states 9 quantity, whereas there is a need of 15 team members as per 'Page 52, Point 3. Key Personnel'. Please clarify on the total quantity of resources needed?	As per the Scope of Work in RFP, a minimum of 15 resources are required by SAI. Out of these, 2 resources are supposed to work offsite, whereas remaining shall work onsite. The bidder is required to submit only two CVs of the following resources who are on payroll of the Bidder: 1. Content Production Expert 2. Communication Expert
9		1. Is there any expectation of gain in followers/percentage for the 4 brands across all platforms per month/quarter? 2 Also, if you can indicate a monthly budget allotted for Paid Marketing on Social Media?	1. It is expected that the reach of content is multiplied to the extent possible which may lead to enhancement in the number of followers on each platform. 2. All the communication execution should happen through non-paid avenues. The paid marketing budget has not been envisaged.

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10	Page 47, Clause 1.3	Can you please indicate the approximate number of words which the bidder will have to translate in a year?	It will be as per requirement.
11	Page 48, Clause B, Point a	Does SAI already have a dashboard for response management or does the bidder need to create one? Please clarify	Bidder needs to create dashboard for response management.
12	Page 51, Module 3, Point 11 – 16	There is a requirement of creating more than 17000 videos in a year as per the scope of work. 1. Are these videos expected to be created or we can also procure some from third party vendors? 2. Two photographer/editor (as per the team requirement) will not be able to create 17000 in a year. Please clarify.	1. It is expected to create original content. 2. As indicated in the RFP.
CRAYONS ADVERTISING PVT. LTD.			
1	Eligibility Criteria B. Financial Capacity Page No.8	Annual Accounts for FY 2019-20 is under progress, request you to consider Audited Financial Statements for FY 2016-17, 17-18 and 18-19 or provisional balance sheet and P&L for FY 2019-20.	In case the statements for FY 2019-20 are not finalised, provisional statements duly certified by Chartered Accountant/Statutory Auditor may be submitted.
2	Technical evaluation criteria 3. Concept Presentation: Adequacy of the proposed work plan in response to ToR Page No. 17	Do we need to submit concept presentation along with the bid documents or at the time of Presentation?	It is not mandatory to submit concept presentations with the bid on CPP portal, however the same shall be submitted on the day of presentation
3	BOQ	In BoQ, we understand that bidders need to quote quarterly fees for Point 1 (1.01 to 1.04) and Monthly fees for Point No. 2 (2.01 to 2.09), please clarify.	Yes
4	Terms of Payment Page No. 17	We request you consider payment terms on monthly basis.	Existing conditions of RFP shall prevail.

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GOLDMINE ADVERTISING LIMITED			
1	Pre-Qualification Criteria (Point B.1)	Audited Financial Statement of FY 2019-20 are still under auditing process, can we submit Unaudited Statement or can we submit audited for FY 2016-2017, 2017-18, 2018-2019? Please Clarify	In case the statements for FY 2019-20 are not finalised, provisional statements duly certified by Chartered Accountant/Statutory Auditor may be submitted.
2	General Query	Any other document to submit in the hardcopy other than EMD document (Bank Guarantee)? Please Confirm.	Only EMD is required to be submitted in hardcopy to SAI. Also scanned copy of the same is required to be submitted online.
3	Annexure VI: Financial Proposal Submission Form, page 38	The cost is to be quoted for 1 year or 2 years? as per the RFP and table of finance it states 1 year. Please clarify	The cost is quoted for 1 year as per the period of contract indicated in RFP.
4	Annexure VI: Financial Proposal Submission Form, Page 38	Shall the agency quote for personals to be deployed under account management? or the quote has to be scope based and not resources based? as this will help understand what the penalties will be based on. Please clarify	As indicated in the RFP, Annexure VI, the financial quote must be based on Scope of Services.
5	Penalty Reference point 19.4 page 23	What are the quarterly targets or KPIs expected by the agency in terms of followers or reach? Kindly state the same for each profile to be managed.	Quarterly targets or KPIs will be decided at the beginning of each quarter. The content outreach shall be in such manner which leads to substantial increase in number of followers.
6	Page 45 Reference Point 1.11	As scope of work is mentioned for SAI/KI/ MYAS and FI. So, do we need to create new pages for TOPS and NCOEs initiative as currently they do not have a presence online? or their content will be posted on SAI/KI/MYAS/FI platforms?	Please refer point 1.2 Account Management under Annexure X: Terms of Reference <i>"Maintain and upgrade/improve accounts on (social platforms which already stand created) and if required create accounts on additional platforms for MYAS, SAI, Regional centers including but not limited to Facebook, Instagram, Twitter, You Tube, and other platforms which may emerge in the</i>

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			<i>future. Additionally, get all the handles verified."</i>
7	Page 46 Reference Point 1.2	Create new platforms for regional centres? Please mention how many regional centres and will all of them have different presence on social media? also what will be the frequency of content on these platforms.	There are 12 Regional Centres at present. The requirement to create new platform is indicative as mentioned in the RFP.
8	Page 46 Reference Point 1.2	If digital media is not expected, then what is the kind of organic reach expected? Is there any KPIs for this to be accounted for.	As indicated in the RFP, the Agency is expected to amplify the content through non-paid avenues.
9	Page 47 Reference Point 1.3	Please mention how many videos, digital films are expected per month? Will these be paid on actuals as the costing depends on script and length of video. We suggest this to be on actuals.	The requirement will be decided at the beginning of each quarter depending upon the upcoming event/campaign.
10	Page 47 Reference Point 1.3	Please mention the quantity for each of the given items, or will these be paid on actuals or DAVP rate?	Please refer to Point no. 2: Deliverables under Annexure X: Terms of Reference
11	Page 47 Reference Point 1.3	Kindly note, for the same, digital media spends are required. What are the kinds of spends the ministry is planning to provide?	As indicated in the RFP, please note that it is expected that amplification of the content be explored through non-paid avenues.
12	Page 48 Reference Point B	What is the current process of Response Management for all these pages? Will there be different SPOCs or 1 department which will liaison with the agency for resolving complaints? What is the volume of complaints currently per day? Will there be different SPOCs or 1 department which will liaison with the agency for resolving complaints? What is the volume of complaints currently per day?	Currently, there is no established mechanism to handle the query and responses. The SPOC for resolving the complaint would be designated official depending upon the nature of query.
		Will there be different SPOCs or 1 department which will liaison with the agency for resolving complaints?	

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		What is the volume of complaints currently per day?	
13	Page 49: Reference point Important notes	<p>If the agency books the expenditure, receipts in form of official airline tickets or booking agent receipts will be provided. Any other document required for reimbursement?</p> <p>Also will there be particular team at SAI or SPOC who will approve all the expenditures before carried out by the agency?</p> <p>How many days will the expenditure amount be reimbursed if the agency carries it out?</p>	Please refer the Terms of Payment on Page 20
14	Page 50 Reference Point Module-2	12 handles managed by agency daily are maximum or can increase in the future, please clarify?	<p>Please refer point 1.2 Account Management under Annexure X: Terms of Reference</p> <p><i>“Maintain and upgrade/improve accounts on (social platforms which already stand created) and if required create accounts on additional platforms for MYAS, SAI, Regional centers including but not limited to Facebook, Instagram, Twitter, You Tube, and other platforms which may emerge in the future. Additionally, get all the handles verified.”</i></p>
15	Page 50 Reference Point Module-2	48 Dashboards, are reports in excel or pdf format required quarterly by SAI? Also kindly elaborate what will be the information provided in this report? Also, kindly state is this report similar to report mentioned in point 10 (Report on Social Media Presence analysis containing the following:)?	As per the RFP, the Report should meet the requirements.
16	Page 51 Reference Point Module-3	(i) Kindly state what are the kind of videos which are expected to be created? or will the video be given by SAI, and agency needs to repackage? (ii) We would suggest to make video creation on actuals, as it	Please refer 1.3 Content production and management under Annexure X: Terms of Reference. Video specifications have been

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		depends on script submitted.	provided therein.
17	Page 51 Reference Point Module-3	(i) Are these videos to be shoot in Delhi/NCR? (ii) Are these videos like interviews, and just capturing the athlete speaking on an event? (iii) Or will these video be properly scripted and require a storyline to to be build and then shoot? Kindly note, this process requires a complete production crew, and hence its difficult to estimate cost without script. (iv) Will these videos be shoot by the on-site resources provided to SAI or for these a different team is expected to shoot the videos as per campaign? (v) Will these videos be counted as part of being uploaded on Youtube as per scope in module-3 point 11 or those are additional 30 videos? (vi) Will these videos has TV rights as well or just be posted on digital? (vii) If the cost is to be considered by the agency, Under which head are these cost to be considered in the financial bid?	Please refer to Annexure X: Terms of Reference of RFP
18	Page 52 Reference Point Module-4	Kindly elaborate what chatbots are we looking for? Are these chatbots for social media? that means SAI is looking for automated responses and not manual responses for ORM?	It is reiterated that deliverables mentioned in RFP are indicative in nature and the bidder is expected to manage the response mechanism for each account as indicated in the RFP in Annexure X: Terms of Reference.
19	Page 54,55: reference point 6,7	Will this team of 4 be responsible to develop, shoot and plan the above given videos in Page 51 Module-3 P point number 12, 13, 14?	The details have been indicated at Annexure X – Terms of Reference.
STARK COMMUNICATIONS			
1		Do we have the provision to submit an MSME certificate in place of EMD?	Please refer to clause 9.5 of RFP

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2		Please clarify whether, for the procurement of analytical and listening/tracking tools for the project, and similarly for creating chatbots, will the cost be borne by SAI or the selected agency?	Please refer to Important Notes in Annexure X: Terms of Reference of RFP.
CENTUM ADVERTISING & MARKETING PVT. LTD.			
1		<p>Page No 8 , Point No C: The Agency should have minimum experience of 5 years in Digital campaigns/Multimedia brand campaign/Multimedia creative production, Digital Branding and Positioning, Digital Communications, Online Content creation and management, Planning and executing Influencer programs, Social Listening, and Online Reputation Management, with total cost of INR 3 Crore (from one and/or not more than three completed projects) in last 5 years from the proposal submission date.</p> <p>On page No. 17. There is mentioned that Agency's Specific Experience-Digital, Branding and communication experience in Central/State Government sector/Public Sector Units/Autonomous bodies/Public Sector Banks/Statutory bodies The Bidder should have successfully executed projects relating to Digital, Brand planning and management, content production, account management, Online reputation management or any other similar nature project, in India in past 10 years One project of minimum Rs. 2 crore contract value, OR Two projects of minimum Rs. 1 crores contract value each, OR Three projects minimum Rs. 70 lakhs crores contract value each. 'Similar Nature' means the project involving areas such as Digital Branding and Positioning, Digital Communications & Marketing, Editorial Content creation for TV, Print & Online, Video</p>	In Eligibility Criteria (Page No. 8 Point no C), the bidder can showcase projects with any reputed organisation. However, in Evaluation Criteria (Page no 17), the bidder has to showcase projects with Central/State Government sector/Public Sector Units/Autonomous bodies/Public Sector Banks/Statutory bodies of required contract value

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		<p>Production, PR and Brand management, and Social Listening. Q : Please confirm what is the actual required Technical Capacity.</p>	
PRICEWATERHOUSECOOPERS			
1	4 EVALUATION OF PRE-QUALIFICATION CRITERIA point B, page 8	<p>The bidder requests that the minimum cumulative turnover of Rs 1 crore is quite less to find a reputable and financially stable Agency for performing all the specialized and dedicated 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. The bidder would like to submit that even as per DAVP guidelines the eligibility criteria for Multi-media Creative Agencies is as follows:</p> <p>Category -a) I. Agencies with the turnover of Rs.</p>	Existing conditions of RFP shall prevail.

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		<p>10 crore and above.</p> <p>Category-b) I. Agencies with the turnover of Rs. 10 to 15 crores.</p> <p>Category-c) I. Agencies with the turnover of Rs. 15 to 25 crores.</p>	
2	4 TECHNICAL EVALUATION CRITERIA point 2, page 17	Core team should comprise of 3 resource atleast as for overall project governance, there should be a team leader role for evaluation too.	Existing conditions of RFP shall prevail.
3	4 TECHNICAL EVALUATION CRITERIA point 3, page 17	Can we get an event calendar tentative as it may help to create an impactful strategy?	At this stage, it is not possible to provide the event calendar.
4	3. Key Personnel, page 53, Execution Team point no 1	The bidder requests that since the kind of expertise required here is from Media and Communications field, Graduate/Post graduate in Mass Communication/MBA in Public Relations can be also considered.	Existing conditions of RFP shall prevail.
5	1. Scope of Services, point 1.3, page 47,	The bidder would like to know how many and which are the regional languages that would be required under the campaign. As the team would require to have the language expertise based on the requirements.	Please refer to 1.3, Annexure X: Terms of Reference of RFP.
6		The bidder requests that bid submission date be extended to 10 Dec 2020 as the bidder will be able to prepare a competent, quality and completed bid when atleast 15 days	Existing conditions of RFP shall prevail.

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		are provided to bidder post release of final corrigendum.	
7		The bidder requests clarification whether tools/software used to deliver the scope of the project will have to be procured by Bidder or the same will be purchased by Department and handed to bidder for management and execution of scope. The bidder will request details of any such outreach, analytical, tools/software currently used by Department. Also, whether the bidder needs to be deploy a software development team as part of delivery of scope of the project.	Please refer to Important Notes in Annexure X: Terms of Reference of RFP. Further, as indicated in the RFP, it is the responsibility of the agency to procure any tools required to execute the scope of work.
SPORTZ INTERACTIVE			
1		Would we have to submit Annexures IV, V, VI, VII as part of the Technical Bid?	The Technical Bid must not contain any financial bid information. Only BOQ shall contain Financial Information which is to be uploaded separately. Annexure VI and VII are only given for reference purpose and are not required to be submitted along with Technical Bid. Rest all the documents are required to be submitted online.
2		Annexure X. Clause 1.1: Does each Brand have a defined target audience? if yes, would we get a reference of the Target Audience for each brand. If not, do you expect us to define so in our presentation?	Please refer to 1.3, Annexure X: Terms of Reference of RFP.
3		Would the Execution Team (Onsite) be expected to be deployed at the SAI office for the duration of 12 months or only for the period of events and if/what would be the facilities provided by SAI for the Team in each case. Would the cost be born by the agency or would SAI	Onsite team will be stationed in SAI Head office in Delhi for contract duration and office working space shall be provided by SAI. Please refer to Clause 17 (Terms of Payment) of RFP.

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		reimburse the expenses? (This is apart from the mentioned reimbursements to &fro Delhi to cover events)	
4		In the case of Certificate for Turnover, can the agency take the certificate from a CA in case there is a delay from the Statutory Auditor?	Yes

This issues with the approval of Competent Authority.

Sd/-

(Sibananda Mishra)

Assistant Director, Khelo India